

The Scoop on “It’s About Fucking Time”



It's About Fucking Time: Stella star Eva Mendes in the Winter 2024 campaign.

The Story Behind The Statement

Four words have been on everyone's lips: It's About Fucking Time. Stella McCartney's latest campaign pulls from the manifesto that opened the British designer's Winter 2024 runway show and led the subsequent campaign, starring Eva Mendes and Raye. It is inspired by a custom 'About Fucking Time' tank top worn by Stella during Sir Paul McCartney's inauguration into the Rock and Roll Hall of Fame in 1999.

This was subsequently remixed by Sir Paul McCartney donning a t-shirt stating 'About Flippin' Time' when Stella won the VH1/Vogue Fashion Award for Designer of the Year

in 2000.

Now, the tank top is back and it's about fucking time! The phrase has been reinterpreted as an activist rallying cry for the planet and its creatures, calling on the brand's global community of changemakers to join Stella by raising their voices too. Among those who have joined in are Zoe Kravitz, Charli XCX, Troye Sivan, Paris Hilton, Karlie Kloss and Dua Lipa. More have



also shared their thoughts online using the custom TikTok filter.

So, what do you think It's About Fucking Time was changed in the world?



Save What You Love: A Message from Stella

Welcome to my Summer 2025 runway show, a celebration of birds and all animals rooted in author Jonathan Franzen's book *The End of the End of the Earth*. His words inspired my collection's guiding message 'Save What You Love', which we have brought to life

as a manifesto.

Nearly 50% of bird species are in decline. The fashion industry alone harms and kills 3.4 billion ducks, geese, chickens and more just for feather down. If we want to protect birds for the generations of tomorrow, we need to take action to

save them today.

In Jonathan's book, he talks about his love for birdwatching and how it helped to alleviate his stress and anxieties during the 2016 American election. Timely and relevant for the current political climate, I also turn to animals for healing

and respite. Studies have shown that just six minutes of birdsong can help to improve mental health conditions – just one more reason why we should save and love our feathered friends. x Stella

SAVE WHAT YOU LOVE MANIFESTO

I can do what humans can't / Except in dreams / In the air / I am fearless / I am free / Humans think they have a unique intelligence / But what they have is a unique responsibility / To see from a bird's eye view / Before we become invisible losses / Because a world where

there are only planes in the sky / And no song in the trees / Will never make the heart soar / I evolved to fly / Not to die / We can live / In harmony / We are birds of a feather / Stronger together / Save what you love.



Stella and Adidas are Off to the Races Again

Meet the Rasant Trainer

Almost exactly 23 years ago, a young Stella McCartney was steaming dresses emblazoned with blush-inducing slogans like ‘Slippery When Wet’ and fitting models in her signature Savile Row tailoring – the final stages of preparation for her first runway presentation as a designer at the helm of her own fashion house. The finishing touch on an edit of looks? A pair of adidas Monza trainers.

The result was a playful juxtaposition of super sexy feminine looks, with the sporty attitude of the high-topped trainers. This started a conversation between Stella McCartney and adidas, which has led to a collaboration over-20-years strong.

We caught up with McCartney ahead of her Summer 2025 runway show at Paris Fashion Week, where she debuted her new Rasant trainer in collaboration with adidas. She tells us, “Bringing back the Rasant sneaker, which feels fresh and relevant. Flat to the floor

and full of fierce energy; my Stella girl from my first show feels right for today.”

The high-top gets its name from the German word for ‘rapid’, a nod to the silhouette’s racing roots – taking inspiration from the iconic Monza sneaker, popularised in the 1970s and 80s by the likes of Mario Andretti and Michèle Mouton, a female pioneer in the sport.

The outline is modernised for Summer 2025 with an innovative construction in cruelty-free, vegan alternatives to nubuck leather. The Rasant’s design is a signature fusion of high performance and high fashion, including cascading layered lace on fabric giving movement, a natural colour palette and streamlined shape.

Stella McCartney and adidas have built a legacy of supporting boundary-breaking female athletes since the adidas by Stella McCartney collaboration launched in 2004. The partnership was among the



The Monza trainer seen on the Stella McCartney Spring Summer 2002 runway.

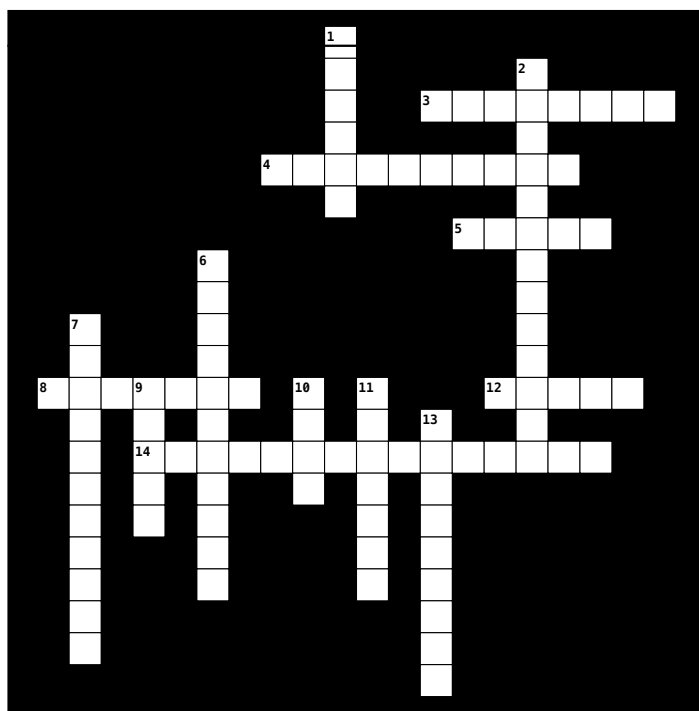


first of its kind, and outfitted Team GB at both the London 2012 and Rio 2016 Olympic Games. The collaboration is entirely vegan and strives to push the limits of innovation with high-performance sportswear materials with lower environmental impacts.



The Rasant trainer ahead of Stella McCartney’s Summer 2025 runway show.

Crossword Puzzle



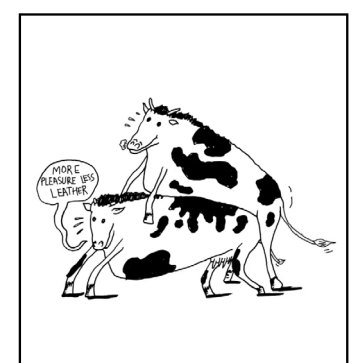
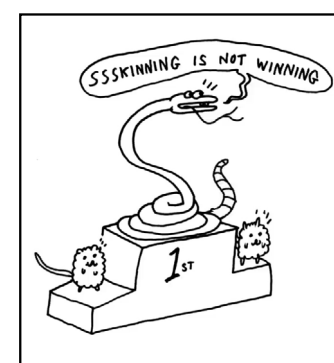
ACROSS

- 3. What part of fungi can make vegan leather?
- 4. How many animals die every year for leather?
- 5. 300 million _____ are cut down for fashion annually.
- 8. What regenerative plant is Kelsun™ made with?
- 12. Stella’s star sign.
- 14. Globally recognised pioneer of conscious luxury fashion.

DOWN

- 1. VEGEA is made from which fruit?
- 2. What destroys animal habitats and releases three billion tonnes of CO2 annually?
- 6. One parent shared by all living things.
- 7. The world’s most elevated vegan luxury bag.
- 9. Every year, the world creates 92 million tonnes of clothing _____.
- 10. What does Stella mean in Latin?
- 11. It’s About _____ Time!
- 13. Stella’s fave breed of miniature pony.

Stella Strips



Good As Gold: The World's Most Sustainable Jewellery

Repurposing Electronics and Medical Waste

Stella McCartney introduced a collaboration with the Royal Mint's 886 at her Summer 2025 runway show, an exclusive flight of dove-shaped wearable sculptures hand-carved in repurposed gold and silver – giving a second life to electronics and medical waste. These pieces are amongst the most sustainable jewellery items in the world. We caught up with 886's creative director Dominic Jones to explore the alloy of their shared visions and values.

Where Did 886'S Sustainability Journey Start And How Has It Evolved?

DJ: We've now created a huge plant at the Royal Mint in Wales that is working as a solution to tech waste, which the UK creates 50 million tons of and ships across the world and buries in landfill. Alongside that, we have developed a silver process that extracts silver from medical X-rays. It's the truest form of recycling, because it's creating something from something that would have gone to waste otherwise.

How Sustainable Are The Pieces?

DJ: The pieces that we're creating for Stella are amongst the most sustainable in the world. The recycling process that we've created is unmatched. There's a lot of misinformation around jewellery and recycling. We're truly utilising a material that would have gone to waste, and we're creating a product from something that not only is recycled in the way that people would presume it to be, but it also has a huge carbon deficit because it's not being dug from mines then being shipped to the other side of the world to be made in factories and then shipped to be sold in stores. It's a closed loop and it's been refined, made and created in the UK.

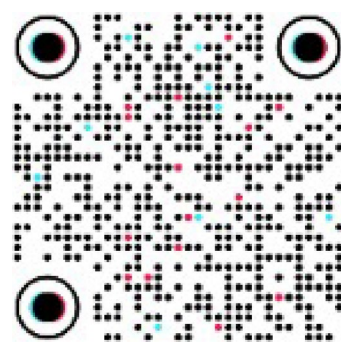
The Facts

More than 50 million tonnes of electronics waste are created annually – only 18% of which is recycled. It is estimated 7% of the world's gold is in discarded electronics. The UK is the world's second-largest producer of electronics debris.



What Was The Inspiration Behind Your Collection With Stella McCartney?

DJ: We've created a beautiful, modernist kind of abstracted dove; Stella wanted this kind of peaceful shape, but with a real kind of brutalist finish. When I was in the carving process, I created this surface texture by rocking a curved chisel over the surface of the wax.



Scan for About
Fucking Time filter

A Stellar Line-Up: Summer 2025's Hottest Innovations

Desirability Meets Sustainability

Stella has done it again! The British conscious luxury pioneer debuted a series of pioneering innovations at her Summer 2025 runway show.

Hydefy Mycelium Leather Alternative

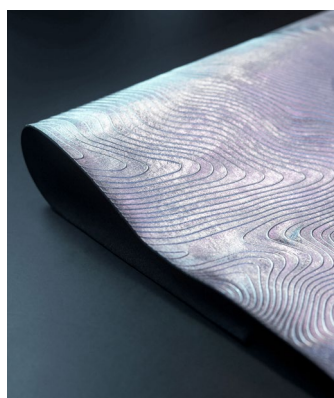
The presentation included the world's first luxury bag made with Hydefy – a next-gen material made from the fermentation of fungal micro-organisms, producing a mycelium biomass that can be turned into a cruelty-free material. These extremophile species were first discovered living in Yellowstone National Park's volcanic hot springs through NASA-



funded research. Hydefy significantly reduces resource consumption, greenhouse gas emissions and pollution compared to existing leather alternatives and takes less time to grow than other mycelium technologies, fermenting in just two to three days.

Peekaboo Recycled Nylon Yarn

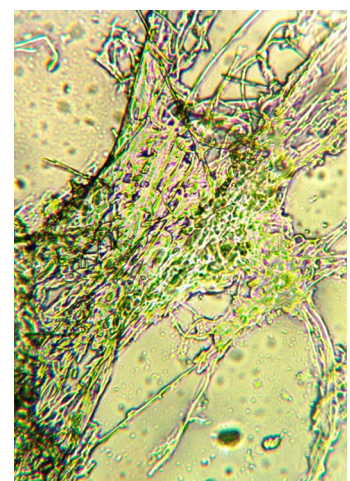
Pairing the runway show's bird inspiration with innovation are cloud-like knits spun from strands



of Peekaboo regenerated nylon – giving a second life to plastic bottles and caps. Every year, 12 million tonnes of plastic find their way into the ocean. Stella's knits are fully recyclable, keeping more fibres out of waterways, landfills and incinerators.

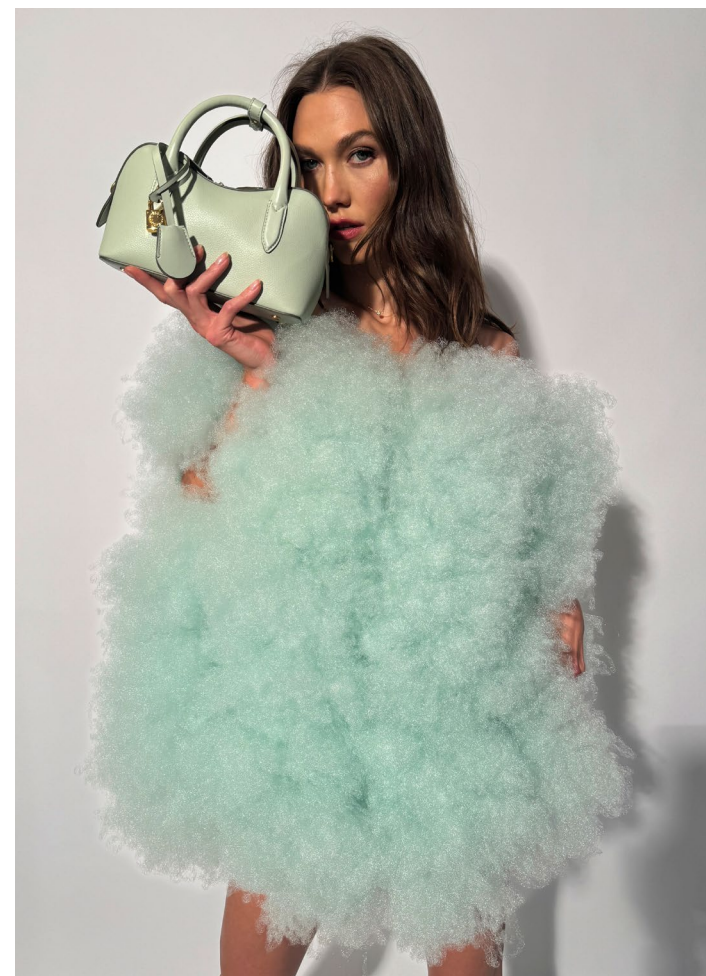
Kelsun™ Seaweed Fibres

Returning to the Stella runway is Kelsun™, a regenerative kelp-based yarn with a significantly lower environmental footprint than conventional fibres like cotton and acrylic – using 100% less pesticides, 70 times less water and being highly compostable. Supported by the SOS Fund; a \$200 million investment fund



co-founded by Stella McCartney, Keel Labs uses an abundant biopolymer found in seaweed to create this luxurious and environmentally friendly textile – commercially available for the first time ever in the Summer 2025 collection.

As always, Stella's Summer 2025 collection is free from leather, feathers, fur and exotic skins. It is crafted from almost entirely conscious materials.



This candy floss dress is crafted from recycled plastic bottles and caps.

ECO AND ETHICAL FACTS

More than 1 billion animals are killed for the global leather industry every year.

The fashion industry emits 2-8% of the world's greenhouse gas emissions (UN).

More than 300 million trees are logged to make fashion textiles annually.

Up to 500,000 tonnes of microplastics from textiles enter global marine environments annually.

92 million tonnes of textile waste are produced annually, with one garbage truck full of textiles is sent to landfilled or incinerated every second.

Globally, just 12% of the material used for clothing ends up being recycled.

On average, garments are worn only 7-10 times before being thrown out.

90% of leather tanning factory workers in Bangladesh will die before they're 50.

BIRD BRAINS: AVIAN FACTS AND FIGURES

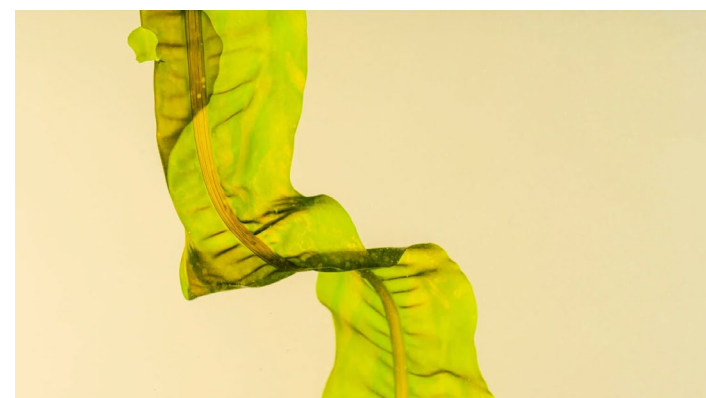
Ostrich feathers are the most used of all wild bird feathers in the fashion industry, with an estimate of over one million birds being killed each year.

The value of the international feather trade is estimated to be worth as much as \$8.3M USD.

South Africa's ostrich industry emits some 62,134 tonnes of carbon equivalent emissions each year, with both the production of feathers being more climate-intensive than ostrich skin production.

The number of wild birds in Britain has fallen by 73 million since 1970. Most of the declining species are farmland birds, where a mix of increasingly industrialised agriculture, habitat loss and the climate crisis are having severe impacts.

3.4 billion birds are harmed or killed for down every year, which is where feather padding and insulation in fashion comes from.



Innovation inspiration: Hydefy mycelium-based leather alternative and Kelsun™ seaweed yarns



STELLA McCARTNEY