

Stella McCartney



By Anmol Kaur

Figure 1:
(Orenstein, 2015).

Background

- Stella McCartney was born on September 13, 1971, in London, England (Stella McCartney-Animal Rights Activist, 2015).
- Stella McCartney's parents are Sir Paul McCartney who was a former Beatles Band member and Linda McCartney a photographer, musician, and animal rights activist (Sowray, 2012).
- McCartney spent her early childhood traveling with her parents and siblings because her parents were both band members of the music band, Wings (Cannizzaro, 2013).
- McCartney is a vegetarian just like her parents and grew up on an organic farm after the band broke up (Cartner-Morley, 2014).

Career

- At the age of thirteen Stella McCartney showed interest for fashion when she began creating her own clothes (“Stella McCartney Biography”, 2015).
- When she turned fifteen McCartney took up an opportunity to do an internship for an esteemed fashion designer Christian Lacroix in Paris (Sowray, 2012).
- McCartney attended Ravensbourne College to complete an art foundation. Later she went on to Central Saint Martins College of Art and Design and graduated with a degree for Fashion Design (Stella McCartney-Animal Rights Activist, 2015).
- At her Central Saint Martins College of Art and Design graduation show she invited supermodel friends, Naomi Campbell and Kate Moss, to walk the runway and showcase her designs (Howard, 2015).

Career (Cont.)

- Her collection did extremely well that a boutique in London named Tokio, and department stores such as Neiman Marcus, Joseph, Bergdorf Goodman and Browns purchased the whole collection (Sowray, 2012).
- At 25 years old, she was hired for the position of Creative Director for Chloé by Mounir Moufarrige, the president of the Parisian design house (UXL Newsmakers, 2005).
- Moufarrige offered McCartney the position because he wanted Chloé to appeal to the younger generation.
- She received many praises by fashion critics for her collections (Sowray, 2012).

Career (Cont.)

- McCartney stayed with Chloé for four years and brought extreme success to the esteemed house.
- After she left Chloé, McCartney made a deal with Kering as a fifty-fifty joint venture to establish her own label (About Stella, 2015).
- Her debut show was at Paris Fashion Week, which took place that same year in October but received mixed reviews (Sowray, 2012).

Marketing Segmentation

- The Stella McCartney customer she designs for is herself “I design things I want but can't get.” (Nellis, 2015).
- The demographic of her customer is a mature college educated woman that is confident and has self-awareness (Harvey, 2015) and that has extra money to spend on designer clothing without a restriction.
- The target age range is from around twenty-five to forty-five years old and of any and all ethnicities (Drexler, 2014).
- The professions of McCartney’s customers can be a successful lawyer, business woman (CEO, CFO, etc.), doctor, fashion editor, socialite, financial manager, who has an income starting around eighty-five thousand dollars and above.

Marketing Segmentation (Cont.)

- Her customers are at the top of the social ladder/upper class and have political power.
- Women that live in California (Beverly Hills, Santa Clara, etc.), New York City (SOHO, Park Ave, etc.), Chicago, and other high cost living places in or around a metropolitan area (Stella McCartney demographic, 2015).
- Women purchase McCartney's designs for an occasion such as attending galas or exclusive parties and events, for status to show that they are wealthy, to show they have social influence or to feel good about themselves and look good (Horyn, 2012).
- Her customers are environmentally conscious, respect the company values and therefore want to purchase garments that are environmentally beneficial (Drexler, 2014).
- Her customers are innovators because they are willing to try something new.

Designs

- Stella McCartney is known for her sharp clean tailoring, natural confidence and femininity, which are modern and cool, yet wearable (About Stella, 2015).
- McCartney is very meticulous about colors of the garments; they have to be the precise color.
- McCartney's trademark is mixing masculine and feminine to create a confident sexy garment with a touch of her rocker chick background.
- In McCartney's debut fashion show in October 2001, she showcased designs that acknowledged her rock background.

Designs (Cont.)

- The collection ranged from tailored single-breasted trouser suits, ankle length skirts made from chiffon, one shoulder mini dresses, lace body stockings, graphic tanks, kaftans, to guitar shaped bags (Spring/Summer 2002 Ready-to-wear Stella McCartney, 2001).
- The collection was not well reviewed by fashion critics because it was not up to par with previous collections from a label under the Kering Group (Spring 2002 Ready-To-Wear Stella McCartney, 2015).



Figure 2. Stella McCartney's Spring/Summer 2002 debut collection in Paris October 2001. (Belan, 2001).

Designs (Cont.)

- An artist and the muse inspired her latest spring 2016 collection (Cochrane, 2015).
- There were hues of red, black, blue, yellow, white, orange and green in the collection.
- It ranged from a floor length dress with collars that had a white and red diagonal plaid print to pleated dresses and skirts to dresses with swirls and patterns and eyelet embroidery (Blanks, 2015).
- It was one of her best collections because it was extremely beautiful, powerful and colorful.



Figure 3. Stella McCartney Spring 2016 collection. (InDigital, 2015).

Material

- McCartney only uses fabrics that are “vegan”, this means no leather and fur or any other type of animal skin is used to create her designs (Sowray, 2012).
- She creates sustainable garments to not harm the environment.
- McCartney uses organic cotton, wool (Patagonia grasslands), silk (India, Thailand and Madagascar), rayon, viscose, lyocell, chiffon (China and India), polyamide (Europe and China), recycled polyester, yak (Mongolia and Central Asia), elastane (Germany) and mohair (South Africa and U.S.).
- She also uses faux fur and recycled fabrics.



Figure 3. Model is wearing a Stella McCartney sustainable outfit. (Stella McCartney: Fashion and Sustainability, 2015).

Manufactured and Sold

- The garments are manufactured in Italy, US, China, Hungary, England and Germany .
- The faux leather goods are primarily manufactured in Italy where they specialize in vegan leather.
- The garments are sold in 50 countries and over 40 cities (store locator, 2015).
- Her garments are sold in stand-alone stores, or in high-end department stores.

Promotion

- Stella McCartney promotes her brand through ad campaigns, collaborations, social media, celebrities, online retailers, department stores, free standing stores and hosting special events.
- She has launched an iPad app and uses a lot of new technology to reach the new audiences. Through the app the consumers can get the latest updates, read editorial stories, watch backstage footage of her fashion shows and much more (Stella McCartney Launches New iPad Application Today, 2012).
- She hosts special presentations of her collections before the runway shows (example, the presentation of the pre-spring 2014 collection) (Andrews, 2013).
- She has the Spring 2016 look book on her website (Spring 2016 Lookbook, 2015).

Promotion (Cont.)

- McCartney has done many successful collaborations over the years.
- In 2005, she collaborated with H&M with an exclusive collection that sold out in record time (Cope, 2014).
- In 2012, she was appointed as the Great Britain's team creative director for the Olympic Summer games by Adidas (Adidas by Stella McCartney, 2015).
- In 2013 she collaborated with the online cite Goop founded by actress Gwyneth Paltrow with a luxury capsule collection (Edelson, 2013).
- McCartney was appointed as the Great Britain's team creative director in 2015 for the Rio Olympic games 2016 (Eytan, 2015).

Promotion (Cont.)

- Social media is a very important tool for customers to help keep up with the brand, but it is very beneficial for Stella McCartney because it helps reach a global audience.
- She reaches her customers through her website, LinkedIn, Twitter, Facebook, Google plus, YouTube, Tumblr, Pinterest, and Instagram accounts (Stella McCartney, 2015).
- She posts pictures of her new collections, Ad campaigns in magazines.



Figure 4. Models wearing tailored suits from the spring 2016 collection on Instagram.(McCartney, 2015).

Promotion (Cont.)

- Many global icons have worn Stella McCartney's garments such as the Duchess of Cambridge Kate Middleton, Kate Moss, Cameron Diaz, Taylor Swift, Liv Tyler, Cara Delevingne, and the list goes on (Donatella, 2015).
- This helps promote her brand because many people look up to actors, artists, models and want to wear what they wear.
- They are sold in department stores and free standing stores.
- Online retailers help reach an audience on a global scale which results in more new customers.

Personal Evaluation

- McCartney is one of the best examples of a designer who is willing to veer away from the cliché fashion standards to create a new standard.
- Even though the products made from real leather or any other kind of animal skin and fur will increase the revenue of her brand, she is not willing to compromise her morals and ethics just for more money.
- She always tries to find a way to make her garments sustainable.
- Customers want to buy her products not because of the material they are made of but because of the aesthetic appeal. They already know that the material is eco-friendly.
- The femininity in the garments show her soft side, and masculinity within the sharp tailoring show her strong mentality, and then there is the rock background with zippers and other embellishments.
- McCartney is an inspiration because she is willing to do anything to uphold her ethics.

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