

What's so faux about Stella's stance on leather?



- 1 Designer Stella McCartney has been criticised for promoting faux leather. *The Great British Sewing Bee* host Patrick Grant says that McCartney was responsible for popularising the material, which doesn't biodegrade. Grant is right – McCartney was extremely influential in promoting faux leather and thank God for that.
- 2 Leather doesn't biodegrade particularly fast either and it's the by-product of the meat industry, which is notoriously anti-ethical on myriad levels, not least cruelty. And while there's a big problem with plastic, perhaps let's discuss that with companies such as Evian (water bottles) or Johnson's (baby wipes) first. Compared with such global garbage pits, faux leather has to be way down the list of offenders.
- 3 As for McCartney, she point-blank refused to work with leather right from the start, when she first began designing for Chloé. Sure, she has the famous surname, but that wouldn't have saved her if profits had nose-dived. Companies blatantly copying her faux-leather stance means that people on limited budgets can now make animal-kind choices. A big deal, these days, when real fur hood trims can sometimes work out cheaper for manufacturers than the fake variety.
- 4 With her faux leather, McCartney was prescient, brave and revolutionary and should be commended, not criticised.

The Observer, 2018