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Stella McCartney and Veuve Clicquot's Revolutionary Collaboration

Pioneering alternative to animal leather based on grape residues

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Stella McCartney

In a world where luxury and sustainability are often seen as parallel lines that never meet, Stella McCartney and Veuve Clicquot have proven otherwise with their groundbreaking collaboration. They've created a collection of luxury accessories

fashioned from grape waste, a testament to their shared commitment to sustainability, craftsmanship, and innovation. This partnership not only bridges the gap between fashion and champagne but also sets a new standard for eco-conscious luxury.

The collaboration between Stella McCartney, a fashion house known for its cruelty-free and sustainable ethos, and Veuve Clicquot, a prestigious Maison de Champagne, has resulted in the creation of a pioneering alternative to animal leather. This new material, derived from the by-products of Veuve Clicquot's grape harvest, marks a significant step towards circular and regenerative practices within the luxury industry.

Stella McCartney, an unwavering advocate for sustainable fashion, expressed her excitement about the collaboration, emphasizing its potential to revolutionize the industry. By utilizing grape waste to create luxurious, cruelty-free alternatives to animal leather, McCartney and Veuve Clicquot are not just crafting fashion accessories; they're crafting the future of sustainable luxury.



The journey of both Maisons, founded by pioneering women who propelled change and innovation within their fields, is a story of passion, craftsmanship, and revolutionary breakthroughs. From Madame Clicquot's transformative contributions to the champagne industry to Stella McCartney's commitment to cruelty-free and sustainable fashion, their legacies have paved the way for this momentous collaboration.

Veuve Clicquot's exploration of new-generation materials and commitment to sustainability is evident in their disruptive packaging solutions and the use of hemp for their gift boxes. Similarly, Stella McCartney's foray into regenerative cotton farming and the launch of the world's first luxury regenerative cotton garment underscore the fashion house's dedication to environmental stewardship.

The collaboration harnesses biobased materials from the manually harvested grape marcs of Veuve Clicquot's environmentally certified Grand Cru vineyard in Bouzy, Champagne. These practices not only ensure the high quality of the material but also contribute to the restoration of local biodiversity and soil health.



This innovative material addresses the significant sources of greenhouse gas emissions associated with leather production and winemaking, showcasing an incredible speed of innovation. Jean-Marc Gallot of Veuve Clicquot highlighted the collaboration's

embodiment of a responsible future, emphasizing the collective spirit of progress and entrepreneurial climate action.

Stella McCartney's utilization of this novel grape-based material for the creation of iconic accessories, including the Frayme bags, a bottle holder for Veuve Clicquot Yellow Label, and Elyse sandals with recycled cork wedges, is a testament to the possibilities of luxury sustainability. This initiative not only showcases the potential for vegan alternatives to significantly reduce carbon footprint but also highlights the urgent need to address the environmental impact of animal leather production.

As the fashion and luxury industries continue to evolve, the collaboration between Stella McCartney and Veuve Clicquot stands as a beacon of innovation, sustainability, and hope. It's a clear message that luxury and environmental stewardship can coexist, leading the way towards a more sustainable and compassionate world.