



Work Hard, Play Hard

Eva Mendes is channeling the NSFW energy of Stella McCartney's fall 2025 show for the brand's latest campaign.

In the images, Mendes sported a silky red dress complete with '80s power shoulders from the runway. Posing in a utilitarian elevator, the campaign is set in the fictional Stella Corp., which was strewn with binders, notebooks, coffee mugs and a cup

holder full of nudie pens – and one sleek sex toy – at the show in March.

Titled "Laptop to Lapdance," the show was McCartney's first since buying out her minority investor, LVMH Moët Hennessy Louis Vuitton.

"This is the first show I've done alone, other than when I left college," McCartney told WWD post-show. "And what I believe in very much as a female

designer is you leave work and you party. The day-to-night thing is really important for my brand."

Others featured in the campaign include models that walked in the show, including Natalia Vodianova; Amelia Gray; Karolina Spakowski; Haoji Qi; Song Ah Woo; Angelina Kendall; Yilan Hua; Agel Akol, and Caitlin Soetendal.

"I want to be women's friends: I want them to rely

on me, and I want them to wear that suit out to a club," she continued.

In addition to starring in the campaign, Mendes will feature in an interactive digital shopping experience named "Shop with Stella: Winter 2025," which will be on the brand's website from Sept. 15.

— VIOLET GOLDSTONE ►



Stella McCartney's fall campaign takes place in the fictional Stella Corp.