



Shop With Stella

British fashion designer Stella McCartney is launching an immersive, digital luxury shopping show featuring Eva Mendes, a friend and face of the brand's latest winter 2025 campaign.

Available to watch from Monday at 8 p.m. in London on the brand's official website, the show takes place at the brand's London headquarters.

Part QVC, part trunk show and part sitcom, the show started with Mendes driving up to the Stella McCartney office and pretending to apply for a job

via McCartney, who gives a convincing performance as a multitasking receptionist.

Cut into the main part, McCartney and Mendes can then be seen going through day-to-night pieces in the collection, as well as discussing the brand's sustainable innovations, such as new leather alternatives, including a vegan snakeskin made using mycelium, in a fictional corporate setting called Stellacorp.

McCartney said the experience goes beyond a conventional online trunk show.

"It's an exclusive insight into my headquarters and history – told by me, in my words," she said: "I want to bring everyone into my world, which is something we've never done for a collection, and really is pioneering a new way of digital shopping."

"Having my friend Eva Mendes there also brings the humor and heart. I wanted to show what we do here at Stella McCartney and everything we do here to be conscious and mindful of our impact on Mother Earth and our fellow creatures," continued

McCartney.

Fall 2025 marks the third season that Mendes has starred in a Stella McCartney campaign. She previously fronted the winter 2024 and summer 2025 campaigns.

Manufactured with 96 percent conscious materials, the winter collection features strong-shouldered dresses and Savile Row tailoring, alongside square-toed heels, laptop-sized Ryder totes and biobased eyewear. — TIANWEI ZHANG

