



Stella McCartney Summer 2021 Digital Show Trend Report

Hair by Aveda Artist Gina Conway

Global leaders in eco-luxury, Aveda and Stella McCartney together demonstrated commitments to sustainability, desirability and vegan solutions for the designer’s Summer 2021 digital show “McCartney A to Z Manifesto” on Thursday in Norfolk, UK. The Summer collection is described as “made for the Stella woman in motion, actively dreaming of freedom through a connection with her body, nature and art.”

Lead Aveda Artist, **Gina Conway**, used Aveda’s cruelty-free, vegan and sustainably-minded products to create the naturally effortless hair looks that complemented the beautiful pieces in the collection. “We really wanted to embrace each model’s natural texture and shape to allow their individual beauty to come through,” said Gina. “Working with Stella is a true reflection of our mission at Aveda, as she completely encompasses caring for the world that we live in, bringing environmental leadership through each and every part of her business.”

To create the hair looks, Gina prepped the models’ hair with Aveda’s new **Botanical Repair™ Strengthening Leave-In Treatment**, which repairs and protects hair while building bonds at the core, and also protects against heat styling. For those with longer hair, Gina then used a flat iron, moving it lightly up and down the hair strands to warm the hair and leave a soft, undone texture, and finished the look with Aveda’s **Air Control™ Light Hold Hairspray**. For those with short hair, Gina used Aveda’s **Pure Abundance™ Style Prep™** to create soft movement and beautiful finish.

Each product used for these looks reinforces Aveda’s environmental mission. Not only are they all **cruelty-free, vegan and manufactured with 100% renewable energy** through solar and wind power¹, but also prioritize the use of sustainable ingredients and packaging materials:

- [Botanical Repair™ Strengthening Leave-In Treatment](#) is powered by plant-derived 3-layer hair repair technologies, including a macro green blend of avocado, green tea and sacha inchi oils, and is packaged in a tube made from post-consumer HDPE and bioplastic.

¹ A 900kW solar array at Aveda’s primary manufacturing facility generates up to 50% of the annual demand for energy. The remainder is covered by wind power through renewable energy and carbon offsets.

AVEDA

THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

- [Air Control™ Light Hold Hairspray](#) has a net-zero impact on the Earth's climate through renewable wind energy credits offsetting the CO2 associated with the manufacturing, transportation and use of the product.
- [Pure Abundance Style Prep™](#) is formulated with passion fruit, rice bran, açai oil and certified organic aloe, and is packaged in a 100% post-consumer recycled bottle.

On her long-term partnership with Aveda, **Stella McCartney** shared, “Our Summer 2021 collection and A to Z manifesto are energised by collaboration, and I could not be more grateful to partner with Aveda again for this season’s digital show. We have a shared commitment to sustainability, desirability and vegan solutions in luxury – both driven by a purpose to make women look and feel their best, while being better to Mother Earth and our fellow creatures.”



View & Download High-Res Images: <http://bit.ly/AvedaStellaS21>

View Stella McCartney’s Summer 2021 Digital Show: <https://www.youtube.com/watch?v=rqGcGBDEmP0>



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ABOUT AVEDA

Founded in 1978 in Minneapolis, MN, Aveda creates high-performance hair, skin and body products for beauty professionals and consumers. Aveda innovates in botanical technologies, combining the principles of modern science and Ayurveda, the ancient healing art of India, to develop performance-driven hair, skin and body products—made with pure flower and plant essences—that are created with respect for the Earth, and a comprehensive menu of ritual-based treatments for holistic beauty.

Throughout the years, Aveda has pioneered new benchmarks of environmental responsibility in beauty. It was the first company to sign the Ceres Principles in 1989—a nonprofit organization mobilizing business leadership on climate change, water scarcity and other sustainability challenges—and the first beauty company to manufacture with 100 percent wind power in its primary facility². In June 2020, Aveda unveiled a 3.6 acre, 900kW ground-mounted solar array at its primary facility, which provides up to 50% of the annual energy demand for manufacturing, with the remainder powered by wind. This array offsets more than 1,100 metric tons of CO₂ annually.

Aveda was also the first beauty company to receive a Cradle to Cradle charter for its commitment to sustainable products, packaging and production. In 2013, Aveda was honored with the first Legacy Leaders Award from Cradle to Cradle for its pioneering role in environmental leadership. Aveda received the Sustainability Leadership Award in 2017 during the Sustainable Beauty Awards organized by Ecovia Intelligence for its leadership in packaging, green formulations and sustainable ingredients. Since 1999, Aveda's annual Earth Month campaign, held each April, has raised nearly \$65 million to support environmental projects around the world.

Aveda is trusted by salon and spa professionals worldwide. Since 2007, more than half of the fastest growing salons in the U.S. have been part of the Aveda network³. Aveda products are available in Aveda Experience Centers and more than 9,000 professional hair salons and spas in more than 45 countries and at aveda.com. Go behind-the-scenes at Aveda on the [Living Aveda](#) blog and follow Aveda on [Facebook](#), [YouTube](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

² The wind power goes into the utility grid from which we purchase electrical power and our use of natural gas power is offset with wind energy credits. For more, visit aveda.com.

³ [2013 Salon Today 200 – Honoring Salon Growth and Best Business Practices](#)