

STELLA McCARTNEY FUTURE OF FASHION

June 6-12, 2022

CASELLI 11-12 presents the second iteration of Stella McCartney's leading-edge installation, Future of Fashion. Originally exhibited at COP26 – the United Nations Climate Change Conference, held in 2021 in Glasgow, UK, where the brand represented the industry – the show centers its focus on the potentialities of symbiosis between nature, deep science and advanced design technologies, substantiating Stella McCartney's 20-year experience with plant-based materials and waste regeneration. Through system-level thinking, an uncompromising vision and a long-standing, rigorous commitment to sustainability, the pioneering designer has been producing concrete solutions and tangible results in the field of material innovation, wielding the company's achievements to inspire action within and beyond the sector.

Stella McCartney's strategy to reduce emissions and consumption across the supply chain is linked to two fundamental principles: regenerating the industry's waste and employing breakthrough plant-based fibers. Among the latter is Mylo™, a mycelium-derived, vegan, certified bio-based alternative to animal leather. Developed by Bolt Threads – a partner company led by world-class scientists and experts in biotechnological engineering – the material is the result of a process that starts with reproducing what happens under the forest floor, where mycelium grows, weaving across the earth's surface. A complex, interconnected network of lattices, mycelium is the infinitely renewable root system of fungi, an essential life source for both terrestrial and aquatic ecosystems.

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In a vertical farming facility powered by 100% renewable energy, mycelial cells are fed with sawdust and organic matter. As it grows into a foamy layer, mycelium is harvested, tanned and dyed by highly skilled artisans. Unlike leather production, making Mylo™ doesn't involve raising livestock, which leads to a significant reduction in emissions and land consumption. It is worth remembering that animal agriculture is responsible for about 18% of global greenhouse gas emissions and, as an industry, is actively driving the destruction of vital ecosystems like the Amazon rainforest. Besides, contrary to petroleum-derived vegan leather, Mylo™ isn't made from a synthetic fabric covered in polyurethane or PVC. The benefits of using mycelium-based leather, however, aren't just environmental. Its unique production process is designed to bypass the outsourcing of leather tanning to developing countries, where poor working conditions and chemical exposure dramatically affect the health of workers, consequently reducing their life expectancy.

During Milano Design Week 2022, the extraordinary properties of mycelium meet one of the milestones of Italian design: Le Bambole by Mario Bellini. CASELLI 11-12 is the first to feature a unique edition of the iconic chair, where nature's genius and human skill come together. Conceived between 1970 and 1972 for B&B and awarded the Compasso d'Oro in 1979 – when ADI was chaired by Enzo Mari – the initial collection took shape at a time when ways of living and gender roles were undergoing a radical change. Lacking a visible support structure as well as legs,

Le Bambole (which translate in English as The Dolls) are defined by generous, rounded volumes and a lavish softness; when they came out, their nonchalant, pillow-like appearance broke every rule and stylistic convention. This year, to mark their 50th anniversary, the chairs have been renewed from within. the shell is in 98% recycled polyethylene, and the amount of polyurethane foam is 70% less than the original version.

Thermoplastic elastomers now provide solidity, comfort and breathability, while the body of each piece is entirely sheathed in a sub-coating made of recycled PET. Each component of Le Bambole has been redesigned to allow easy disassembly, restoration and substitution through an engineering effort geared towards circularity.

Stella McCartney's wide-ranging endeavors and unfaltering stance on climate change are leading a global, environmentally conscious transition by promoting sustainable supply chain practices and incentivizing progressive investments, thus reducing the impact of production across multiple design fields. CASELLI 11-12 chose to represent the brand's extensive engagement by hosting a range of cross-industry partnerships that further reflect upon, respond to, and counter the challenges posed by environmental change.

These include Louie Schwartzberg's documentary film Fantastic Fungi (2019), a listening experience of Cosmo Sheldrake's experimental synth sounds, which are based on the growth of fungi, and a special edition of hand-drawn wallpaper produced by British heritage house Cole & Son.