

# Stella mccartney



**ASSIGN  
BUSTER**

Stella McCartney Famous English fashion designer, Stella Nina McCartney, was born September 13, 1971. From the young age of twelve she became interested in designing clothes, when she made her first jacket. After graduating from Central Saint Martin's College of Art and design, Stella McCartney has made a name for herself in the fashion industry. Stella McCartney shops are spread across the globe in exclusive locations including Manhattan's Soho, London's Mayfair and Brompton Cross, LA's West Hollywood, Paris' Palais Royal, Milan and Tokyo. Out of the twenty-three shops this paper focuses on the store in London, Mayfair.

Stella McCartney collections range from women's ready-to-wear, accessories, lingerie, eyewear, children's wear, and Adidas by Stella McCartney. Marie Claire calls McCartney, the queen of Eco-Cool. As a strict vegetarian, McCartney refuses to use fur or leather in her designs and is a strong supporter of PETA. In some of the designs the text elaborates on her "no animal" policy. McCartney explains that depending on what season, twenty to thirty percent of the collections contain some kind of eco or sustainable element, either being organic fabric or a natural dye.

Before going to the store and doing some research I found out that the London store and offices are powered by Ecotricity which invests in wind power. Keeping with the companies earth-friendly views they use biodegradable bags and recycled paper products. The London, Mayfair shopping experience was completely different to how a normal day out in the shops would be. From the moment of walking in we were analysing and paying more attention to different things in the store from the lighting, to

customer service, music, the design and the layout. When entering the shop the atmosphere was calm and relaxing with nice vibes from the staff.

The staff were very kind and attentive and assisted with sizes. Another thing we noticed was the perfume smell that was sprayed around the shop, it made the shop unique and memorable. You associate smell with many things including places so in a business perspective it is a smart technique. The design of the shop was simplistic with white walls and big windows which gives the shop a great natural light. The big mirrors spread everywhere made the store look a lot bigger than it really was. The colours of the collection all blend really well together sorting from green, blue, orange and pinks.

I found the whole shopping experience comfortable and stress-free. The shop was inviting and I would definitely go back not only for the clothing but also for the customer service that you rarely see in shops in London. References  
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