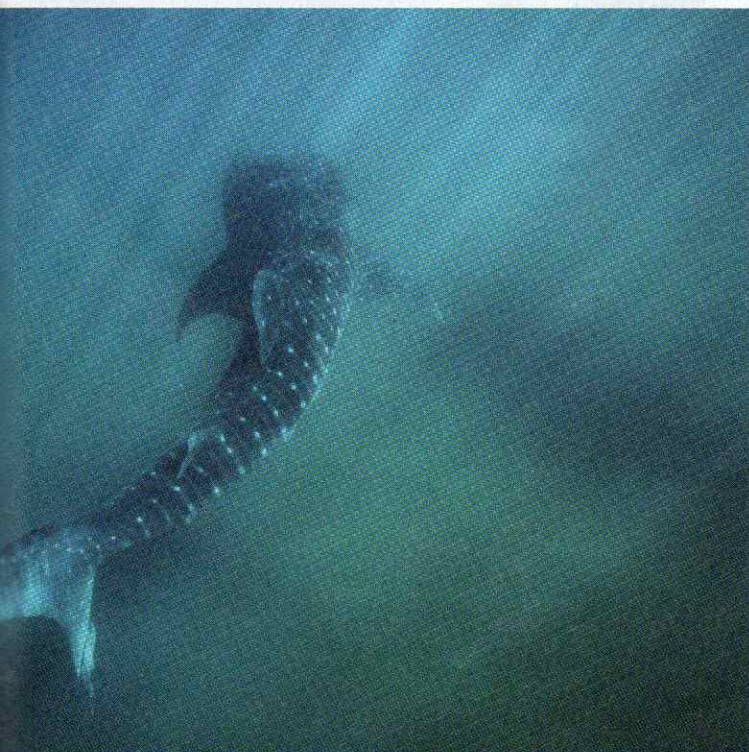


Baja In the "BALANCE"
 - The campaign to preserve a region,
 and a local fishing industry -

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IT'S EASY TO SPOT THE SMALL, FAMILY-OWNED fishing boats that ply the waters around Baja California—a peninsula 1,223 km (760 miles) long that represents the westernmost part of Mexico. There are 24,000 of the vessels, after all, and they spend much of their time at sea—as well they might if the so-called artisanal fishermen are going to compete with the vastly larger industrial vessels that fish the same waters. The average artisanal boat measures 24 m (79 ft.) from bow to stern, compared with the industrial vessels, which can easily exceed the length of a football field, at 130 m (427 ft.). And the industrial vessels are equipped accordingly—with nets that measure 600 m (1,968 ft.) across, and baited lines that may stretch 45 km (28 miles) long.

"There's a huge level of injustice there," says Cristina Mittermeier, a photographer, marine biologist, and co-founder of the U.S.-based ocean-preservation group SeaLegacy, which is partnering with the Mexico-based group Beta Diversidad to address environmental and economic problems around Baja California. "The industrial fishing fleet is owned by billionaires and subsidized by the government."

The kind of megafishing the industrial boats do leaves a huge environmental footprint. Up to 96% of the population of bluefin tuna in the region are gone, for example. For every 2.2 lb. of shrimp pulled from the ocean, there are more than 20 lb. of unwanted bycatch—mostly juveniles of various species. The nets drag along the bottom of the ocean, damaging the delicate ecosystem of the ocean floor, and releasing the carbon that's sequestered in the sediment.

It's not just the industrial fishing boats that are making a mess of these waters. It's tourists too. "Ecotourism" generally has a benign sound to it, conjuring up images of respectful whale watchers looking for the great creatures from quiet boats, idling at a distance. But things aren't nearly so peaceable. "Unregulated tourism affects species like whales, orcas, marlins, sea lions, and dolphins, thanks to overcrowding of boats with no permits," says Mario Gómez, president of Beta Diversidad.

"There can be 30 boats chasing one orca," says Mittermeier. "I was in one of those boats 15 years ago ... All of the whale sharks [we saw] had propeller marks on them."

But there's a fix for all of this—with historical precedent. In 1995, the Mexican government, pressed by local activists, created the Cabo Pulmo National Park on the southeastern tip of Baja California—covering both land and a portion of the offshore region. Cabo Pulmo once saw much of the devastation that the rest of Baja California is suffering. But not anymore.

Industrial fishing is prohibited, and ecotourism is heavily regulated. The result has been a 465% increase in the population and diversity of fish in the local waters and a recovery of the region's damaged coral reef. In 2005, Cabo Pulmo was named by the U.N. as a UNESCO World Heritage site.

"It became such a famous place," Mittermeier says. "And now people are saying, 'Oh, we need more Cabo Pulmos.'"

SeaLegacy and Beta Diversidad, along with other environmentalists, are working to make that happen, leading a movement to create a protective zone that will fit like a sock over the southern half of Baja California—where the peninsula's greatest biodiversity is found—extending into the waters of the Gulf of California to the east of Baja and the Pacific Ocean to the west. Some sport and artisanal fishing will be allowed near the coasts, and a tightly regulated ecotourism industry, but no industrial fishing. Farther out into the ocean will be a "no take" zone that will leave part of the Pacific and the Gulf of California entirely untouched.

"The tension really is to preserve the traditional way of life of fishermen and preserve the economic activity of tourism but with a regulation framework, so that it's not a free-for-all," says Mittermeier.

Beta Diversidad, SeaLegacy, and other environmental advocates plan to present their proposal in a formal request to Humberto Adán Peña Fuentes, Mexico's Commissioner of Natural Protected Areas. It would be up to Fuentes to approve the request and then pass it on to President Andrés Manuel López Obrador, who has the power to designate or deny the marine reserves.

"In the case of this designation, the most important group to protect are the artisanal fishers, because their livelihood is fully impacted," says Gómez. "That is what really triggers the commissioner's interest."

The advocates are hopeful—but time is short. Mexico's presidential campaign begins in November, with the election taking place next June. Environmentalists expect Fuentes to make his recommendation to López Obrador near the end of the year, and in turn expect López Obrador to make his decision shortly after.

Until then, the matter of Baja California remains very much open to question—and that leaves supporters of a protected zone committed to telling the tale of their effort as widely and loudly as possible. "I'm supporting this with all I have because humanity needs it," says Mittermeier. "Without stories, the ocean dies in silence."



A school of Mobula rays off Baja California. Each spring the rays arrive in the area to mate. That's a risky proposition because entire schools of the animals can get caught in nets intended for bass and snapper



Members of the media in front of the Fulton County courthouse on Aug. 15

an academic exercise. Voters—including GOP-primary voters—will have to consider that remote possibility.

In typical fashion, Trump blew off both election-interference indictments with personal screeds against prosecutors, dubbing Willis “Phoney Fani.” Previous indictments have boosted Trump’s fundraising. But there are signs of fatigue; each indictment day has proved less profitable than the one prior. And his rivals for the nomination are growing slightly more bold as they watched the fourth—though almost all of them have publicly attacked the charges.

Trump’s allies will naturally find a way to brush aside the latest counts too. The first New York Times/Siena College poll of the 2024 cycle, released in late July before the Smith or Willis indictments, indicated Republicans were indifferent to the allegations against Trump regarding election tampering. Among GOP-primary voters, 71% said the base should rally behind Trump as he faces investigations. And 71% also don’t think Trump has committed serious crimes. But the more cases Trump faces, the more real the potential consequences become. And in Georgia, where courtroom proceedings are routinely televised, reality TV may take on new meaning for the defendant.

MEGAN WARNER—GETTY IMAGES

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THE BULLETIN

China wants to limit children’s smartphone use

CHINESE REGULATORS have proposed curbing youth smartphone addiction by requiring device- and appmakers to have a “minor mode” that would limit daily usage to, at most, two hours by those 18 and under.

China tied for first on a list of 24 countries for problematic cell-phone use by youth in a 2022 study. The consequences, beyond exasperated parents, can be serious, with links to unproductivity, antisocial behavior, higher stress levels, poor sleep quality, and mood disorders.

Citing the importance of young people to the country’s development, President Xi Jinping’s government has previously introduced measures to regulate youth tech addiction, like limiting the time children can play video games to three hours per week and cracking down on online fandom culture.

MINOR MODE The new required smartphone setting, when enabled, would limit daily use to 40 minutes for those under 8 years old, an hour for those under 16, and two hours for those under 18. Parents are “encouraged” to activate it on their children’s devices; exiting the mode would require their approval.

Minor mode would also bar access to web forums that discuss fundraising, online polls, and spamming. Features related to emergency services and

education programs won’t be subjected to limits.

The proposal is in a comment period until Sept. 2, but the announcement sent Chinese tech shares tumbling. “There are all sorts of businesses which provide services to children online,” Minglu Chen, senior lecturer at the University of Sydney, tells TIME, “so their interest would be hurt massively.”

SIGNALING? How effective the ban will be remains to be seen. The proposal, by the Cyberspace Administration of China, wasn’t clear on enforcement. Penalties for violators weren’t specified, causing concern among tech companies worried about being held accountable for implementing the new rules.

China has a strict real-name registration system, which allows it to monitor—and regulate—internet use. But many children seeking to play video games beyond already imposed limits have found work-arounds, from using fake IDs to visiting smartphone arcades.

Alfred Wu, associate professor at Singapore’s Lee Kuan Yew School of Public Policy, tells TIME the proposal appears to be more of a “signal” to tech firms and children rather than a hard-and-fast rule: “It’s very much like stepping into an area [where the] government actually has no control in reality.”

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POLITICS

Why Trump's Georgia case may matter most

BY PHILIP ELLIOTT

THE SIGNS IN GEORGIA WERE THERE FOR MONTHS. BACK in February, the forewoman of a special grand jury hinted that her advisory panel had recommended criminal charges against "not a short list" of familiar names in connection to an effort to overturn the results of Georgia's 2020 presidential election. The prosecutor asked a county judge in May to keep the courthouse clear and prepared for any potential violence, just in case she moved ahead with a second grand jury seeking an indictment of ex-President Donald Trump. On July 27, orange barricades encircled the Fulton County courthouse compound, telegraphing as clearly as possible that the former Leader of the Free World was about to face a judicial summons, even as he leads the pack of rivals for the Republican Party's nomination in 2024.

And on Aug. 14, those convinced Trump may have acted illegally in his attempts to set aside his legitimate loss in Georgia in 2020 found they were not alone: the Fulton County district attorney and a grand jury agree. The indictment they handed down includes 13 state charges of racketeering, soliciting a public official to violate their oath, and conspiracies to impersonate a public official, to commit forgery, to falsify writings and statements, and to file false documents.

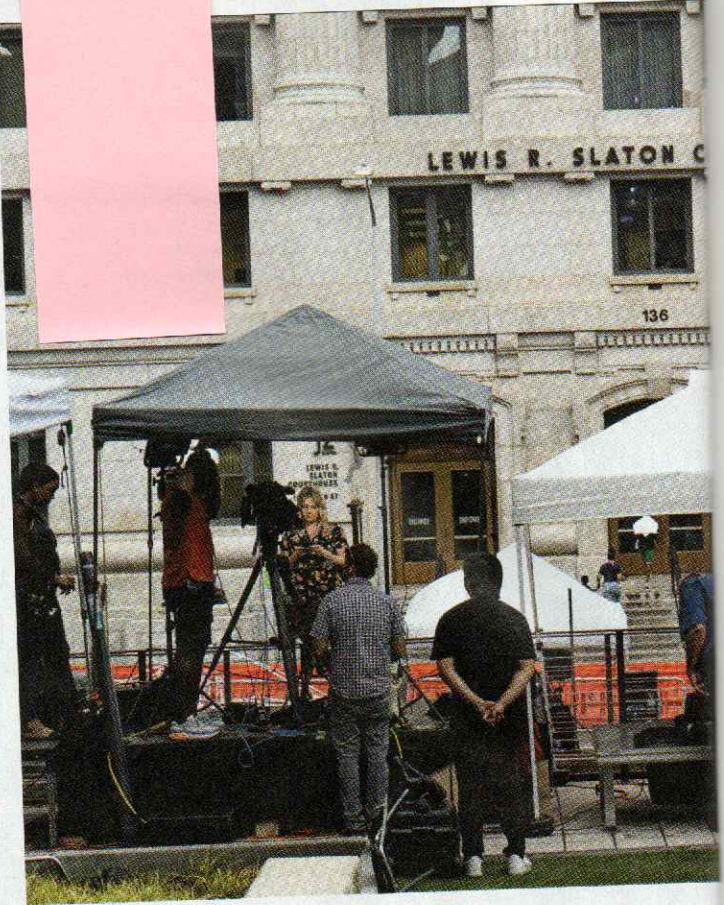
Fulton County DA Fani Willis' indictment brings the number of criminal cases against Trump to four, after he became the first President to ever be criminally indicted earlier this year. He now faces 91 criminal charges in four jurisdictions, and will need to juggle numerous trial dates with the packed 2024 primary calendar. (Trump has pleaded not guilty or denied wrongdoing in all charges.)

It's been a busy August. Just two weeks before Willis, Justice Department special counsel Jack Smith brought felony charges against Trump for similar alleged attempts to subvert the will of the voters in 2020 and his alleged role in fomenting the Jan. 6, 2021, riot at the U.S. Capitol. On Aug. 1, Smith charged Trump with a conspiracy to defraud the United States, a conspiracy to obstruct an official proceeding, obstruction of and attempt to obstruct an official proceeding, and a conspiracy against voting rights.

The charges are severe, and may offer catharsis for those seeking accountability for the violence in D.C. that sent scores of career politicians into therapy for the trauma that comes when a federal office building becomes a war zone. But however historic and powerful the Justice Department's case, the Georgia prosecution appears to be the most formidable.

THE 98-PAGE INDICTMENT describes a state fending off the predations of a President. The sweeping charges allege an organized effort to illegally change the vote count and

The Brief includes reporting by Koh Ewe, Olivia B. Waxman, and Julia Zorthian



send fake electors to Washington to make Trump the winner in the state instead of Joe Biden. The alleged conduct in the indictment includes a phone call during which Trump asked Georgia's secretary of state to "find" him enough to votes to win, harassment of an election worker, an effort to appoint a false slate of electors, and a scheme to access voting machines. Along with Trump, 18 other people will also face charges under Georgia's antiracketeering law for their alleged roles in the plot, including his former personal attorney Rudy Giuliani and former White House chief of staff Mark Meadows, along with other allies. And the 41-count indictment suggests there are 30 other unindicted co-conspirators.

Crucially, Georgia may be the only case that Trump cannot escape with a self-pardon or payment; presidential pardon power applies only to federal charges, and the other state case in New York doesn't carry potential jail time. That's why the Georgia case could be the most durable, most threatening, and most important headache facing Trump. As he runs to occupy the Oval Office again, Georgia's indictment may set up a collision course over whether state laws can compel a President to face the music, even if he's busy prosecuting wars, negotiating trade deals, or trying to keep Americans' national security safe. The country has never faced a scenario of determining whether someone in the clink can also have the nuclear codes. This is no longer

Presidential pardons don't apply to state charges

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HEALTH 13

THE PARENT TRAP

BY JENNY ANDERSON

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American teens are having a hard time. High school students reporting chronic feelings of sadness and hopelessness rose from 1 in 5 to 1 in 3 from 2008 to 2019, according to the Centers for Disease Control and Prevention (CDC). By the pandemic fall of 2021, the feelings were reported by 42% of high school students and almost 60% of girls. The thing is, a lot of parents are in really bad shape too. ▶

INSIDE

THE 'BLACK LUNG' DISEASE OF THE CLIMATE-CHANGE ERA

THE MYTH OF WALKING 10,000 STEPS

QUESTLOVE ON THE DAY HIP-HOP DIED

The attention to the kids makes sense. The CDC's 2021 data showed a quarter of teen girls had made a suicide plan. Social media has been blamed for the rise in mood disorders, as have sleep deprivation, spikes in loneliness, and academic pressure.

One of the key ways we can bolster teens' mental health and buffer the vulnerable is healthy, attuned relationships with their parents. The trouble is, that can be problematic too.

According to two national surveys completed as the pandemic wound down in December 2022, about 20% of mothers and 15% of fathers reported anxiety, compared with 18% of teens. About 15% of teens reported depression, alongside 16% of mothers and 10% of fathers. In total, about one-third of teens had a parent suffering from reported anxiety or depression.

"Our data suggest that we would be just as right to sound the alarm about the state of parents' mental health as about teens' mental health," writes Richard Weissbourd, director of the Making Caring Common Project at the Harvard Graduate School of Education, one of the authors of *Caring for the Caregivers: The Critical Link Between Parent and Teen Mental Health*.

Depressed and anxious adults who are parents of teens are faced with the double whammy of trying to manage themselves while simultaneously supporting teens. For adolescents, worrying about a parent or caregiver can be destabilizing when life seems rocky enough. Weissbourd's data show that depressed teens are about five times as likely as non-depressed teens to have a depressed parent, and that anxious teens are about three times as likely as non-anxious teens to have an anxious parent. About 40% of those surveyed were at least "somewhat" worried about a parent's mental health.

The bottom line: if we want to help teens, we need to help their parents too. Depressed and anxious parents can be excellent caregivers. Their own experience can build empathy and

give adults language they can use to help teens navigate similar emotional terrain. But research shows that children of parents with untreated depression have higher rates of behavior problems, difficulty coping with stress and forming healthy relationships, academic problems, and mental illness. If both parents and child are suffering, the two can set each other off, with adults lacking the energy required to focus on their child's struggles. Anxious and depressed teens will show frustration lashing out at caregivers.

BEING ATTUNED to kids' emotional states is a crucial way parents support healthy development. When infants cry, and parents attend to them, important stress-regulation skills are built. When a child babbles and a parent reacts gleefully, the child learns to keep talking and exploring. Child-development specialists call it "serve and return"—the baby serves up a sound or venture and the parent returns affection and love, building a bond of trust and helping the infant self-regulate. The ways we stay

connected to our children change as they grow and mature. But the principle remains the same: a child's sense of self grows stronger and matures by being known, attended to, and by feeling they matter, first and foremost, to their parents or caregivers (though the influence of peers clearly grows as they age).

"The human relationship has the power to relieve stress, promote resilience, and restore a young person's sense of safety," says Pamela Cantor, a child and adolescent psychiatrist who specializes in trauma. Stress releases cortisol to the body and brain, which causes the feelings of fight, flight, or freeze. Having an adult who loves you unconditionally can buffer that. "Relationships that are strong and trustful release the hormone oxytocin, and oxytocin can restore a child's sense of safety," Cantor explains.

But for a parent who is depressed or anxious, it can be hard to connect with anyone, much less teens who are

'Explaining what was happening ... was very helpful.'

—DR. WILLIAM BEARDSLEE



Jedi masters at pushing parents' buttons. Providing the emotional support teens need becomes harder.

Depression has two main classes of causes, says Dr. William Beardslee, chairman emeritus of children's psychiatry at Boston Children's Hospital. One probably involves genetic vulnerability: families with a lot of history of depression tend to have more depression. The second is psychosocial adversity, negative life experiences such as poverty or the effects of violence and racism. "The single, probably largest risk factor for depression," Beardslee says, "is having a parent die when you're a child."

One of his key takeaways from a longitudinal study of families with diagnosable mental illness was that the children of parents with mood disorders have higher rates of mood disorders themselves. Another takeaway was "even in that situation, many of the kids were resilient and doing well."

Beardslee pioneered an intervention called "Family Talk." In families with depression, the "depression shut down the capacity to have conversations and problem-solve together," he explains. The program



involves talking to each party separately—parent and child—and then helping the adult plan a conversation about what depression is, who's getting treatment, how they're going to overcome it, and then actually having the conversation in a family meeting, led by the parents and assisted by the clinician.

"We found that explaining what was happening and saying the kids can be normal and happy despite depression and the parents can be very good parents despite depression was very helpful," Beardslee said. Actively being part of the conversation is also powerful for a depressed parent.

Weissbourd's report, which cites Beardslee's work, also emphasizes communication. The key, it says, is ensuring that teens know adults' lashing out or withdrawing love is due to the illness and not the child: "It can make a big difference if a parent simply tells a teen, 'I'm struggling with some things right now. If I seem shut down or irritable, it's not your fault.'"

The report offers other insights for parents, depressed or not. When

teens were asked what they needed from adults, the No. 1 answer—40% of respondents chose it—was for their parents to "reach out more to ask how [they're] really doing and to really listen." As one teen said, "Don't only look at me through the keyhole. Open the door."

Adults also need to recognize that teens are feeling lost. If this sounds trite, it is not. Of teens surveyed, 36% reported little or no "purpose or meaning in life," and this absence strongly correlated with depression and anxiety.

Adolescence is a period of massive brain reconstruction and identity formation. A key way that identity is formed is through meaning—finding ways to matter in the world. The tsunami of focus on "wellness" places too much attention on how to make ourselves happy and not enough on how helping others actually makes us happy, which study after study shows makes humans happier. In the media and public life, beauty and perfection sell, not altruism and kindness. That leaves it to us, the caregivers, to help teens find meaning, or at least hope.

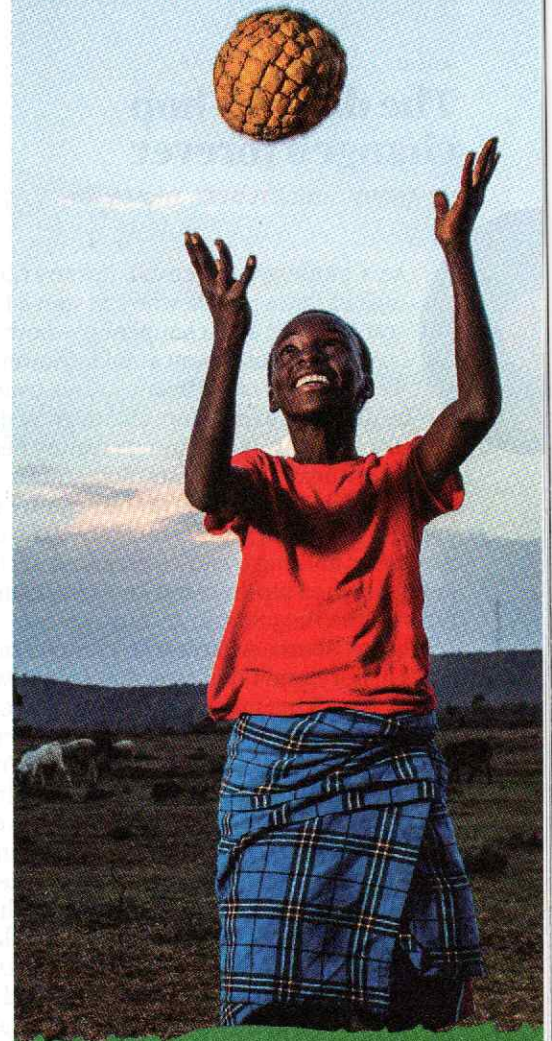
Cantor cites research from Anna Freud, who studied the effect of World War II on children. Why did children who stayed with their mothers—enduring years of bombing in the Blitz—fare better than those kids who were evacuated?

"Somehow in the middle of the Blitz and London being bombed, a mother would say to a kid, 'We're gonna make it through this.' Did they know that? Did they have a crystal ball? No. But they knew that what they needed to do in that moment was to shore up their child's beliefs that this was solvable," Cantor says. The kids sent away didn't have that parental assurance.

"Humans heal," she emphasizes. "Mentally and physically. They solve things. The human experience is about solving things."

Anderson is a journalist and podcaster currently working on a book about the science of motivating teens

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CHANGING CLOTHES

*Inside Stella McCartney's quest to transform
the fashion industry from within*

BY NAINA BAJEKAL/LONDON

STELLA MCCARTNEY DOESN'T WANT YOU TO FEEL BAD. THE BRITISH fashion designer understands it's easy to get overwhelmed by all the ways the products we eat, buy, and wear come with unintended consequences—for society, for animals, for the planet. And so even if she's talking about the harrowing conditions workers suffer in fast-fashion factories or the devastating climate impact of animal agriculture, she's eager to emphasize that the goal isn't guilt. It's hard work to be the best you can be, after all, especially when what many of us want is seemingly impossible: to live more sustainably without giving up the luxuries and conveniences of modern life. We want to look good, feel good, and still somehow *do good*.

And so McCartney, 51, is trying to make that a little easier. Creator of the first ever vegan "It bag"—the slouchy faux-leather Falabella tote with a sleek silver-chain trim—McCartney has spent her career trying to show the world that ethical choices don't have to mean compromising on glamour. Since the launch of her namesake label in 2001, she has created luxury clothing that celebrates modern femininity—her brand is a closet staple for countless celebrities—while eschewing leather, feathers, and fur. She also made a name for herself as one of the cool girls of the noughties, out with with Kate Moss, Madonna, and Gwyneth Paltrow. (A 2000 *Vogue* profile called her "a girl who loves to make a little trouble, get a rise, stir things up.")

Two decades on, she remains a fixture on the high-fashion circuit, making clothing that is known as much for its sharp tailoring, minimal lines, and bold aesthetics as it is for its eco credentials. She's also a pioneer, collaborating with startups on the cruelty-free,

◀ McCartney wears eco-friendly designs from her Winter 2023 collection, in London on July 5

sustainable materials—like grape-based leather, forest-friendly rayon, and recycled cashmere—that made up 90% of her latest two collections. “All I’m trying to show is that you don’t need to sacrifice,” she says when we meet in her London office in July. “You’re not being penalized for your choices.”

McCartney had a running start: she’s the daughter of two prominent animal-rights activists who wrote protest letters to companies involved in animal abuse, lobbied against fur, and published vegetarian cookbooks. They also happen to be music royalty: Beatles legend Paul McCartney and the American photographer Linda (who died in 1998), who built a home in the countryside but also took their kids on the road with their band, Wings. “One side was this farm life, and the other side was the stage, with glittery boots and glamour,” McCartney recalls. “It was an early inspiration.”

She has since established herself as a British fashion icon in her own right, designing the uniforms for Team GB Olympic athletes and Meghan Markle’s wedding-reception dress. “It was impossible for fashion to think of luxury and sustainability in the same breath before Stella changed that,” Anna Wintour, chief content officer of Condé Nast and global editorial director at *Vogue*, writes over email.

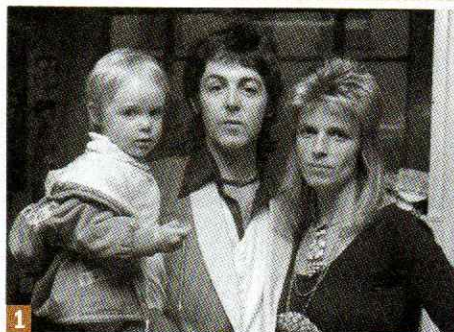
McCartney’s work increasingly extends beyond her own label: in the past few years, she has met world leaders at the G-7 and the U.N. Climate Change Conference and co-founded the \$200 million Collab SOS fund for climate solutions. As sustainability became a business imperative, her brand became more desirable. In 2018, she bought back the 50% stake that Kering had held for 17 years—only to team up the following year with Kering’s chief rival, LVMH (Moët Hennessey Louis Vuitton). There, she was appointed special adviser on sustainability to CEO Bernard Arnault, one of the world’s richest men, who said in a statement that “a decisive factor was that she was the first to put sustainability and ethical issues on the front stage, very early on.”

The minority stake provides both the freedom and the cash to continue innovations that might not turn a profit. Her namesake brand reported a loss of more than \$40 million in 2021, the third consecutive year of a loss of more than \$38 million, following the split from Kering and the business challenges of the pandemic. Now, as McCartney brings more eco-friendly materials into her own collections, she also collaborates with LVMH—Europe’s largest company by market value—to encourage its other maisons (among them Loewe, Dior, and Givenchy) to do the same.

In an era when many make claims to sustainability, few have been doing it as well, as stylishly—or as long—as McCartney. “When I

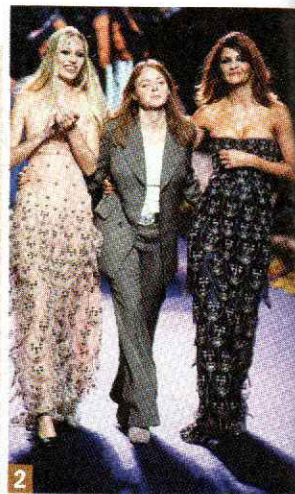
WILD AT HEART

McCartney has long been a trailblazer for eco-fashion



1. Stella McCartney, age 2, with father Paul and mother Linda, in 1973

2. McCartney flanked by models Helena Christensen, left, and Kristy Hume at her Fall 1998 Ready-to-Wear collection for Chloé in Paris



first started, I was definitely the eco weirdo in the room,” she says. “But why would I compromise what I believe in morally to go into an industry I’m passionate about?”

RAISED VEGETARIAN, MCCARTNEY traces her connection with nature to her childhood, which she spent riding horses on a remote Scottish farm and hiking trails in Arizona. Her parents may have been icons, but Linda, who had rejected her Park Avenue life to tour with rock stars, and Paul, the working-class Liverpoolian who became a household name in his 20s, wanted to keep their family grounded. They chose to send their four children to local schools, opting against the private education favored by wealthy Brits. “They had to take a bit of flak for having a famous dad, but it toughened them up,” Sir Paul McCartney recalls, sitting in his office overlooking London’s Soho Square. A Wurlitzer jukebox glows in one corner, and he points out a pair of spectacles that once belonged to René Magritte, a present from Linda. “Now I’m just showing off,” the 81-year-old says, laughing.

He and Linda always had “slightly offbeat tastes in fashion,” he adds, and from a young age, Stella would spend hours pulling together outfits from their shared closet. In 1997, just two years after graduating from Central St. Martins, the renowned art and design school in London, 25-year-old McCartney was appointed to succeed Karl Lagerfeld as creative director of Chloé in Paris. **MORE CLUELESS THAN COUTURE**, a *Vogue* headline read at the time. “I think they should have taken a big name,” Lagerfeld sniped of his successor. “They did—but in music, not fashion.”

“She had to prove herself,” her father says. “I said, if she doesn’t do well at the end of that year, then the name is not something to help, it’s a cudgel to beat her with. But she did well.”



At Chloé, where McCartney worked with her former classmate Phoebe Philo, the pair injected a raunchy sensibility into a French house known for soft femininity, designing low-slung skintight pants, see-through gold-chain tank tops, and skimpy sequin dresses. McCartney also stuck to her values; no collection she's ever designed has used animal products. She acknowledges that her ability to uphold her convictions comes partly from being the daughter of one of the most successful men on the planet. "As one of the first nepo babies," she says wryly, "I had the privilege of choice. I'm very aware of how lucky I've been to be accepted to work in this way since day one." Aja Barber, a stylist and author of *Consumed: The Need for Collective Change: Colonialism, Climate Change, and Consumerism*, commends how McCartney has used her platform to drive change. "The fashion industry runs on privilege and nepotism," she says. "So why isn't everyone making the same choices that Stella McCartney is making?"

Those choices are not always an easy sell to CEOs. "I've had moments where I've been challenged very heavily to change my morals for the success of the company," McCartney says, recounting instances when she was urged to incorporate leather into her line for better margins. (She has appealed to leaders to review policies that may favor leather goods over synthetic ones.)

But if fashion is meant to be about dreams and fantasy and escaping from reality, as McCartney says, that makes it hard to force a broader reckoning with its harms. The industry was responsible for more than 2 billion metric tons of greenhouse-gas emissions in 2018—equivalent to the output of the U.K., France, and Germany combined—according to McKinsey. Around 60% of all clothing winds up in landfills or incinerators within a year of production—the equivalent of a truckload of used clothing being dumped or burned every

3. McCartney and Liv Tyler, whose "Rock Royalty" tops made headlines at the Met Gala in 1999, strike a pose with Gwyneth Paltrow

4. McCartney cuts the ribbon at her flagship store on Old Bond Street in London, in June 2018, with Kylie Minogue, Mindy Kaling, Neelam Gill, and Kate Moss

second. While cheap, accessible fast fashion drives much of the environmental degradation, luxury brands aren't exempt: in 2017, Burberry notoriously destroyed \$37 million worth of merchandise to maintain its reputation of exclusivity. (It has since stopped the practice.) Every year, the global leather industry—on which luxury fashion houses depend—is involved in slaughtering more than a billion animals, while tannery workers are exposed to toxic chemicals. "That is the glamorous industry of fashion," McCartney says.

While concerns over animal cruelty were always front of mind, McCartney's focus expanded after the publication of a 2006 U.N. report that stated that livestock production is responsible for more emissions than the entire global transport sector. In response, she launched the Meat-Free Monday campaign in the U.K. with her father and her sister Mary, encouraging the public to adopt a weekly meat-free day, and examining how to make her own lines more sustainable. Paul says Stella's strategy of offering people better, ethical alternatives—rather than guilt-tripping them—was inspired by her mother, who launched a successful vegetarian-food business. "Linda was a pioneer and she was very strong, very ballsy, like Stella is," he says. "It's difficult. But she's showing it's not *that* difficult."

IN THE BRIGHT WHITE LOBBY of the Stella McCartney offices in West London, scenes from her widely praised show at Paris Fashion Week in March play on loop. Dappled gray horses canter alongside models wearing her Winter 2023 collection: furry overcoats, checked blazers, sharply tailored jackets, silky asymmetric dresses. The models sport thigh-high boots and carry handbags that, though you could never tell, are made from grapes, apples, or other plant-based materials.

Vegan fashion may not harm animals, but it can still harm the planet. Most vegan leathers are made from polyurethane (PU) or polyvinyl chloride (PVC), which can release microplastics into the environment. McCartney's team hopes to minimize such effects by working closely with startups to find greener alternatives that can match the quality and durability of leather. It's an incredibly complex, costly, and lengthy process: McCartney's team starts by testing swatches of each new material, examining its feel, scent, resistance to scratching or tearing; they then make a prototype handbag to test its color retention and strength. Feedback is relayed to the scientists to refine the material over months and years. A major part of the work, McCartney says, is communicating their needs to scientists unfamiliar with the fashion industry. "I know the product needs to be tested in this way, to drape, to breathe," she says, "to say 'That color doesn't work' or 'That fabric cracks.'" When the Stella McCartney

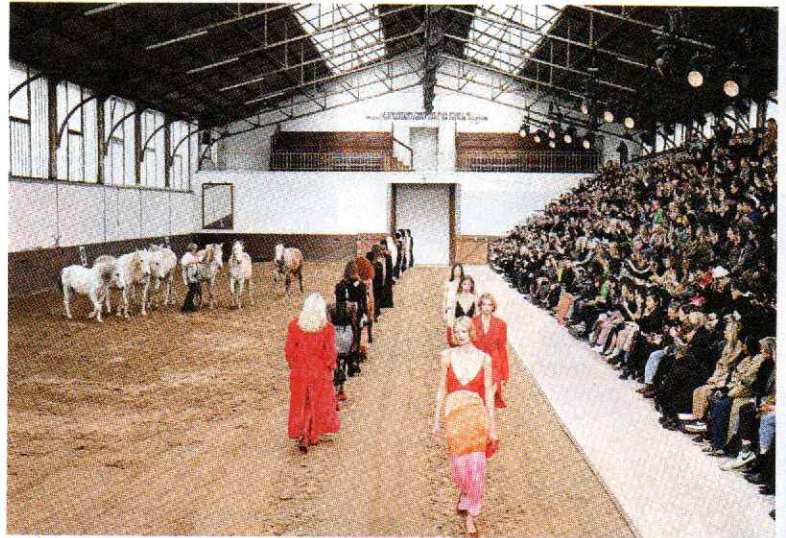
team first met with NFW, the company that makes Mirum—a plant-based, plastic-free, and circular leather alternative—in March 2022, the material was too thick for anything other than firm, structured bags. But through working with them, a thinner, more flexible option is now available.

These collaborations often involve startups in early stages of development, and scaling for wider uptake will likely take years. And even after all that, achieving 100% sustainability is challenging; with the exception of Mirum, bio-based leathers require a PU coating to prevent scratching.

Working with small startups can also be unpredictable. In 2022, Stella McCartney produced the world's first-ever Mylo luxury handbag made from mycelium, the rootlike system of fungi, but Mylo recently halted production because it wasn't able to fundraise enough. Other materials can be impractical: her collaboration with startup Radiant Matter on biodegradable sequins led to Cara Delevingne wearing a Stella McCartney–designed BioSequin jumpsuit on *Vogue's* April 2023 cover—but each fragile sequin had to be hand-stitched. And other non-PVC sequins lack the color range of traditional ones. “I get driven and angry,” McCartney says of the limitations she faces compared with her peers. “But these are the kinds of things that make me want to get up in the morning.”

The results, she feels, are worth it. Her Winter 2023 collection includes a version of the brand's iconic Falabella made from Mirum, as well as over-the-knee boots made of Vegea, derived from wine-grape waste, and faux-crocodile handbags made from AppleSkin, a by-product of juice and jam production. There's a particular thrill McCartney feels when customers have no idea that they're buying shoes made from grapes, or a blouse made of regenerative cotton. “We can win if there's no sacrifice on a dream,” she says, “on desirability, on luxury, on escapism.”

DESPITE HER SUCCESS, McCartney still has her detractors. She tells me several times that she is not perfect and that her brand isn't either. Though she has a focus on reusing stock and waste material, she's still in the business of making new products—though it's unlikely an \$1,100 Mirum handbag would be thrown out quickly. “My solutions aren't there price-point wise,” McCartney says, noting that she encourages her four children to buy secondhand clothing at charity shops over fast fashion. She also has a sportswear collaboration with Adidas. “I'm a firm believer in less is more. Buying luxury—something made well, that is a timeless design—is an investment, and now there are businesses that support resale and rental.” (Stella McCartney was the first official brand partner of luxury consignment site The RealReal.)



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The Stella McCartney Womenswear Winter 2023 show in Paris in March

There's also the question of how feasible it is for McCartney to really make change within LVMH. CEO Arnault may have praised McCartney's values, but just a few months after their deal, he publicly criticized climate activist Greta Thunberg for “surrendering completely to catastrophism.” Ever since her early days at Kering, McCartney has been accused of getting into bed with the fur-wearing, leather-toting enemy—something she describes as “infiltrating from within.” She has a history of success: in 2010, she banned the use of the notoriously toxic PVC at her label, a move later adopted by all Kering brands, from Saint Laurent to Balenciaga. Industry norms may be stubborn, but McCartney says the work at LVMH has been exciting and rewarding. “If I can have a seat at that table—where the decisions are still made—I want to be there. I'm pleased to say it's not just bullsh-t.”

The partnership with LVMH, she says, is already yielding results. McCartney's Summer 2023 collection includes a T-shirt made from 100% regenerative cotton, a first in luxury, emblazoned with a blue “Snog a Log” graphic—a classic example of what Wintour calls McCartney's “wonderfully tongue-in-cheek sense of humor.” Since 2019, the brand has been working with Soktas, a family-owned cotton producer in Turkey, to help it transition away from conventional cotton farming, which uses harmful chemicals to control pests and boost production. The regenerative-cotton project started with 5 hectares and grew to 55 in 2022, her team says; LVMH has now taken over the Soktas funding, which will further expand the project.

That helps keep McCartney going. But behind it all is a drive to connect with consumers through her clothes. She considers fashion a service industry. When she's working on a collection, she's thinking about how a Stella McCartney–designed piece should make you feel: confident, comfortable, alive, effortless, sensual. “I want to feel the best version of myself,” she says, her eyes lit up. “I want to feel f-cking fabulous.” —With reporting by LESLIE DICKSTEIN/NEW YORK and ARMANI SYED/LONDON □

① 8/19