

STELLA McCARTNEY

**HOME, A FILM BY YANN ARTHUS-BERTRAND
TO BE SCREENED AT THE STELLA McCARTNEY LOS ANGELES STORE
ON JUNE 5TH, WORLD ENVIRONMENT DAY**

June 4, 2009. On June 5th on World Environment Day, the film HOME will be the first movie to be released on the same day in over 50 countries; mostly free of charge and on every format: movie theatres, TV, DVD and internet. This is a non profit project about major environmental and social challenges facing our world. The aim of Director Yann-Arthus Bertrand, Distributor Luc Besson and Francois-Henri Pinault, Chairman & CEO of PPR, the film's official sponsor, is to reach the widest possible audience, and to convince us all of our individual and collective responsibility towards the planet.

HOME will premier on the National Geographic channel on Friday, June 5th at 9pm and the DVD will be distributed on the same day by Twentieth Century FOX Home Entertainment in the US. Profits from the film will go towards the Conservation International and Goodplanet.org. For more information on the film www.Home-2009.com

To support and celebrate this global awareness initiative the film will be screened at a private VIP event at the Stella McCartney West Hollywood store in Los Angeles. The screening event will be hosted by an eco minded committee: Jessica Capshaw, Rosario Dawson, Laura Dern & Ben Harper, Emily Deschanel, Cameron Diaz, Maggie Gyllenhaal & Peter Sarsgaard, Daryl Hannah, Salma Hayek, Anjelica Huston, Charlize Theron & Stuart Townsend, Liv Tyler and Amber Valletta. About 150 guests will be invited to enjoy a garden summer picnic while watching the film outdoors. Reflecting Stella's efforts to help protect the environment, as many as possible environmentally sensitive elements will be incorporated to the event including driving members of the host committee to the event in Lexus Hybrid vehicles, including the RX 450h and the new HS 250h vehicle. Additionally Lexus Hybrid Living partners will be providing: eco garden furniture care of Livingreen and Brigham Furniture, eco-turf by Kuktavi, organic vegan picnic food by Real Food Daily, eco-friendly cocktails courtesy of VeeV, organic iced tea by Guayaki and organic vegan "ice cream" by Good Karma. Organic wine will be provided by Stella Organic.

To lower her impact on the environment, the designer and lifelong vegetarian challenges the fashion industry by not using leather and fur in her designs. She has consistently made the effort to adapt these ideals to all of her collections; from her main line, which include ready-to-wear and accessories to lingerie, fragrance, the CARE skincare line and to her adidas collections.

Stella McCartney launched her own fashion house under her name in 2001 in a joint venture with Gucci Group. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand's luxury women's ready-to-wear, shoes, bags, fragrances, eyewear, accessories, Care skincare range and performance range with adidas is available through 14 flagship stores including London, NY, Los Angeles, Shanghai, Tokyo, Beijing, Hong Kong and Paris as well around 600 wholesale accounts in key cities worldwide.

For additional information, please contact:

Arabella Rufino
Worldwide Director of Public Relations
Tel: +1 212 627 1583
Email: arabella.rufino@us.stellamccartney.com

Stephane Jaspar
Worldwide Communications Director
Tel: +1 212 627 1583
Email: stephane.jaspar@us.stellamccartney.com