WWD

Fashion Scoops

Unbridled

Stella McCartney has tapped into her lifelong passion for horses for a short film directed by Gia Coppola and starring Kylie Jenner.

Titled "Wild Horses," the film underscores the themes of the fall 2026 collection and is meant to be an ode to "the power, sensitivity and freedom of the horse" and McCartney's belief that "empathy for animals, innovation and desirability can coexist."

In the film, Jenner is seen fully immersed in water alongside a trained horse, an image meant to honor "the care, patience and mutual respect" behind working with the animals.

"It was really important to me that I worked with people who reflect the times in which we live and had the strength to carry this conversation of consciousness and kindness forward," said McCartney of her casting choices.

The designer also wanted to "celebrate women in this campaign. At Stella, we believe in dressing women, empowering women and giving them the choice of who they are through what they wear. Women are everything. Mother Earth is everything."

The film, and accompanying images, also spotlight the designer's Appaloosa bag which was inspired by the strength and spirit of Lucky Spot, McCartney's mother Linda's treasured stallion.

The campaign also aims to raise awareness around "the vulnerability of America's wild horses," continuing the brand's long-standing advocacy for the protection, dignity and freedom of animals.

The company said a donation will be made to support equine welfare charities globally, adding the American Humane Society monitored the animals during the project, and that none were harmed.

Behind-the-scenes content, shot by McCartney, spotlights the colorful charms that debuted on the brand's fall 2026 runway. They will be available in December, continuing McCartney's partnership with the My Little Pony brand.

McCartney's fall 2026 show was an ode to the horse and a majestic spectacle that took place in the arena at Société Equestrienne de Paris. "I'll do anything I can to get near a horse, to be honest with you," McCartney said after the show. "So I thought I'd bring them to my day job, and have equine therapy."

During the show, a dozen horses, half of them white and the other black, cantered in formation and even rolled on the ground at the behest of horse artist Jean-François Pignon, who was behind a similar display in 2023.

"I try to remind people in the world of fashion that we don't have to kill animals, and we can work with them," McCartney said.

– SAMANTHA CONTI



Caroline Brown



Kylie Jenner in the new short film for Stella McCartney.

Slope Style

Caroline Brown, the former global brand president of The North Face, has joined the board of directors of Burton, the Vermont-based snowboard company.

Brown's résumé includes stints as chief executive officer of Donna Karan International and DKNY, president of Carolina Herrera and U.S. CEO of Akris, as well as managing director at Closed Loop Partners, a New York-based investment firm. She left The North Face in March after less than two years.

"Caroline brings a deep understanding of how performance, fashion, innovation and culture come together to make a brand matter," said Donna Carpenter, owner of Burton and chairman. "She knows how to honor the authenticity of an iconic brand while continuing to evolve it, reach new consumers and stay culturally relevant. Her background and experience will be a strong addition to our board as we continue building Burton's next chapter. Beyond her résumé, Caroline is thoughtful, strategic, curious and grounded as a human being and leader. We couldn't be more excited to have her."

Brown said: "Burton lives right at the heart of snowboarding – 50 years into the journey and looking ahead to the future. I am so excited to join the board for this company rooted in authenticity, vision, unbeatable passion and deep belief in the value of culture. Driven by purpose and guided by riders as their foundation, the Burton team has built something truly extraordinary. I know the next 50 years for Burton will be as exciting as the last, and I am thrilled to contribute to this path forward."

Burton was founded by the late Jack Burton Carpenter in 1977 out of his Vermont barn and today it manufactures snowboards, boots, bindings, outerwear and layering pieces as well as year-round apparel, packs/bags and accessories. Last month, the company named Denny Bruce CEO, succeeding Donna Carpenter who had been serving as interim CEO since June.

– JEAN E. PALMIERI



The Shoes for a Cure "power hour" on Monday night featured a ribbon-cutting to kick off the five-day sale.

Best Foot First

After a major Miami event last week, Shoes for a Cure is making a splash in New York with a five-day charity shoe sale to raise money for breast cancer research at Weill Cornell Medicine.

Through Saturday, consumers can shop for the cause from 11 a.m. to 6 p.m. each day, and on Sunday doors are open from 11 a.m. to 5 p.m.

The sale includes 10,000 pairs of shoes donated from top brands, including Veronica Beard, Stuart Weitzman, Sam Edelman, Marc Fisher, Larroude, Birkenstock, Alexandre Birman, Asics, Hunter, Rag & Bone, Hugo Boss, Allen Edmonds, Favorite Daughter and more.

Prior to the event's official opening, two important events set the stage for a big week.

On Monday, Shoes for a Cure held a VIP "power hour" and ribbon-cutting ceremony at Chelsea Market.

The evening brought together leaders across fashion, footwear and entertainment, who appeared alongside Shoes for a Cure board members, doctors and breast cancer survivors. Notable attendees included Debra Messing, Constance Zimmer, Ricki Lake, Fern Mallis, Tracy Margolies and Dr. Lisa Newman, who has led extraordinary research efforts at Weill Cornell.

Anne Fisher, the wife of the late Jerome Fisher – the Nine West cofounder who started the charity event's predecessor, Shoes on Sale, with his late daughter, Jodi Fisher – was also in attendance.

Sandi Mines, president of the Fashion Footwear Charitable Foundation, talked about how the footwear and fashion communities have rallied around the cause, with more than 500 volunteers set to staff the sale this week.

Dr. Newman told the crowd how crucial the funds raised through Shoes for the Cure are to her work, which focuses heavily on research around racial and ethnic disparities in breast cancer research and treatment. Black women, in particular, face a higher mortality rate and are more likely to battle aggressive types of the disease, like triple-negative breast cancer.

Shoes for a Cure power players were back at it on Tuesday at the Manolo Blahnik boutique, where Emily Rockefeller hosted a special shopping event (with 15 percent of proceeds going to the cause) and VIP dinner with the luxury label, which drew Leandra Medine, Lilah Ramzi, Gigi Burris, Jessica Wang, Stacy Bendet and Zimmer, among others.

Overall, the Shoes for a Cure initiative has raised more than $65 million for breast cancer research since its inception in 1994.

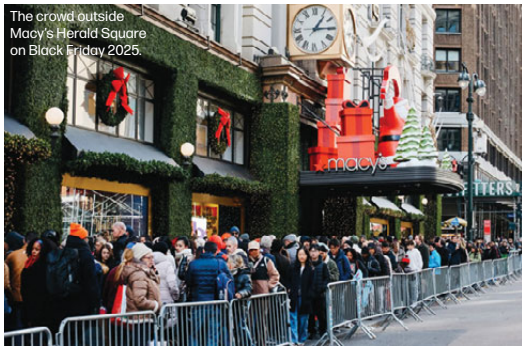
– KATIE ABEL

Holiday Makeover

Macy's is transforming tens of thousands of square feet of selling space at its Herald Square flagship with new fashion and beauty shops, food and beverage offerings, and a reimagined Santaland, to further its reputation as a destination for holiday gifts.

Aesop, Coach, Kendra Scott, Kurt Geiger, Michael Kors, Tory Burch and Made My Shade by the Beauty Tailor have open shops, as well as Frankie's Brooklyn Pizza, Gong Cha, Museum of Ice Cream, and Sunday Morning on the food and beverage side.

In addition, Macy's Holiday Square format returns to the flagship Oct. 31 for its third year with an expanded footprint, occupying over 50,000 square feet of the lower level with more than 35 vendors, including local artisans, makers, and specialty food businesses including Eataly, Levain and Pearl River Mart. ▶



The crowd outside Macy's Herald Square on Black Friday 2025.

Macy's Herald Square photograph by Masato Onoda/WWD