

Querciabella

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Cruelty-free in Wine and Fashion Make a *Stellar* Pairing

No longer the fringe movement it used to be, the luxury lifestyle that takes ethics as seriously as self-indulgence has come to resonate deeply with up-market consumers worldwide. Notably at the center of this cultural shift are a growing number of influential brands that regard sustainability as a critical measure of success.

A case in point is Querciabella, one of Tuscany's most critically acclaimed producers of fine wine. With an organic and biodynamic viticulture regime that began development in the late 1980s, it was only last year that the winery started to emphasize its long tradition of chemical-free farming and eventual adoption of *stock-free* production methods, which ban the use of animal products from the vineyard and cellar.

A vegan approach to winemaking still might not be widely understood, but like-minded British designer Stella McCartney – whose eponymous fashion house has taken a bold stance against the use of leather and fur – fully embraces Querciabella's core values concerning the planet, animal life and thought leadership. The vision shared by Querciabella's owner Sebastiano Cossia Castiglioni and Ms McCartney has given rise to several successful collaborations in recent months, including boutique openings in Milan and Rome, *Vogue Fashion Night Out* events and exclusive private engagements – all showcasing Querciabella's award-winning wines including Camartina, Batàr and Mongrana.

"Our team is inspired by the creative synergies that have emerged thanks to Sebastiano and Stella's common convictions," says winery Communications Director Stephanie Cuadra. "The fact that both are vegetarian activists and recognized pioneers within their respective industries is an exciting coincidence and an unprecedented opportunity to increase awareness among consumers of luxury goods about pressing environmental issues."

While this is not the first crossover initiative to bring together the worlds of fine wine and high fashion, the philosophical parallels between Querciabella and Stella McCartney make their collaboration a telling example of mainstream *eco-luxury* getting it right. Overlapping international markets, a common target audience and consistent messages lend great ambassadorial value to a brand partnership of this kind by reinforcing the notion that ethical choices can and should influence the way people think and live. This innovative alliance is also reminiscent of an earlier co-branding effort between Querciabella and premium electric vehicle manufacturer Tesla Motors, whose founder and chairman Elon Musk is another visionary leader that has revolutionized the definition of luxury.

Although collaborative efforts with Stella McCartney have been exclusive to Italy, guests at upcoming events worldwide will also have the chance to indulge in Querciabella's magnificent range of planet-friendly wines. For more information, visit the winery's international *Events* calendar at www.querciabella.com.

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ABOUT QUERCIABELLA

Founded in 1974, Querciabella enjoys the acclaim of the world's most discriminating critics and consumers for wines such as Camartina, Batàr, Palafreno and Querciabella Chianti Classico. In its uncompromising pursuit of quality, sustainability and authenticity, Querciabella has continually honed its approach to biodynamic viticulture for over a decade. With vineyards located throughout Tuscany's Chianti Classico and Maremma areas, Querciabella exemplifies the mindful preservation of tradition through forward-thinking, albeit completely natural, winemaking. For the latest winery news and updates, join Querciabella on [Twitter](#) and [Facebook](#).