Stella McCartney, Lenovo team up to challenge fashion students with tech brief

By Sandra Halliday - May 6, 2022

British designer Stella McCartney and tech brand Lenovo have linked up to challenge MA Design students at Central Saint Martins with an eight-week live brief to explore the relationship between fashion and technology.

A Central Saint Martins graduate herself, McCartney is also a pioneer in fashion sustainability and, along with Lenovo, the aim is to “help inspire and empower the next generation of designers on sustainable fashion design”.

The 38 students on the course will be tasked with exploring the relationship between fashion and technology and creating “a sustainable solution that pushes the boundaries of where they intersect”.

McCartney will choose one winning student at the end who will be awarded a three-month internship at her company in a department of their choice.

Lenovo, which has just launched its next generation of premium, ultra-slim Windows 11 Yoga laptops, is providing “cutting-edge” Yoga convertible PCs to each student taking part.

Simon Fraser, Course Director MA Design, Central Saint Martins, said: “Key to the work we do as a course is an understanding that the sustainability and ethicality of production is an urgent challenge to each of our disciplines, ceramics, furniture and jewellery. We are delighted to have the opportunity to test the principles and practices of MA Design with our inspirational alumna Stella McCartney and the forward-thinking team at Lenovo. The students and the staff have embraced this challenge."

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