

About Stella McCartney

Stella McCartney is a luxury lifestyle brand that was launched under the designer's name in 2001 under a 50/50 partnership with Kering until March 31, 2018. Its approach to design emphasizes sharp tailoring and natural confidence with a naturally sexy attitude. The brand is committed to ethical values, and believes the company is responsible for the resources it uses and the impact it has on the environment. Stella McCartney now offers women and menswear ready-to-wear, as well as handbags, shoes and a kid's line. It has also developed under licensing eyewear, lingerie, swimwear, fragrances and a long-term partnership with Adidas.

► www.stellamccartney.com

Fashion makes a language statement

Luxury lifestyle brand Stella McCartney has long been committed to sustainability as part of the brand's ethos to be a responsible, honest, and modern company. Stella's collections are available wholesale in more than 100 countries and through 53 freestanding stores including London, Los Angeles, Tokyo, Hong Kong, Dubai, Milan, and Shanghai, and newly opened stores including Florence, Paris, and New York.

As a world apparel and accessories leader, Stella McCartney rightfully views itself as one global team. Yet, they have identified communication and collaboration challenges between departments as a direct result of language barriers.

"With employees based in many different locations around the world, it made sense for language training to be part of our core skills offer," said Jill Furzey, Head of People Development. Stella McCartney needed a solution that would meet each employee's language training needs.

One of Stella McCartney's core People Development strategy pillars is to help provide opportunities for employees to improve core skills and knowledge, enhancing abilities and supporting all employees in their roles. This, combined with their commitment to Diversity and Inclusion, made it necessary to find a high-quality language training solution. "Diversity and Inclusion underpins our key values as a Company. We recognise we have global talent in global locations around the world and we want to embrace that."


Finding the best solution

At first, traditional face-to-face language training was provided, but those tied people down to fixed sessions. With a variety of vendors in different parts of the world, scalability and consistency also fell short. "We had to think about a learning solution that would suit everyone regardless of whether they worked in one of our stores, or in one of our central head office locations," according to Jacqui Mathias, Global Retail and Wholesale Training Manager.

In 2017, the company selected Rosetta Stone as its international language training provider. With that, they had a global language training program that each team could use.

According to Jill Furzey, this was critical because the company wanted to "broaden people's opportunities to be able to communicate with other departments around the world in a better way, and language is one of the ways of doing that."

Jacqui Mathias also added, "We recognise that many of our global talent choose to work in English-speaking cities to improve their English language skills. We want to offer further language learning support for this group of talent and believe it gives us a competitive advantage as an employer of choice."



"The training gave a general overview of the new language and I have been more confident to speak French during work trips. The lessons with the tutor were really useful and engaging."

—French beginner learner

Taking learning to the next level

Managers at Stella McCartney recognised that not all employees want to learn the same lessons at the same time, or in the same way. With the Rosetta Stone for business solution, each learner was able to accommodate their own desired learning pace and style. Whether the employee was a Store Manager in Italy or a Buyer in the US, online lessons, Live Tutoring, and mobile apps increased their engagement in a way classroom training did not.

"We have a lot of people who work remotely, we have our retail stores, we have people that travel a lot, so we needed a more flexible approach. Being able to learn on the go and around the clock - that's where this program has been a great investment," Furzey explained.

Each employee selects the language that would best suit their job role. At first, English, Italian, and French were offered. To meet future needs, 21 additional languages will be available in the Rosetta Stone business program.

The first goal in measuring success was to see people actively learning. It soon became apparent there was a link between administrator engagement and employee usage. As a result, part of the company's future plan is to increase internal communication across locations about the availability and professional benefits of language training.

Looking to the future

Stella McCartney initially added Rosetta Stone online language training to their employee offering in order to:

- Increase employee retention and loyalty
- Help cross-functional and international communication
- Enable relationship building internally and externally
- Support professional and personal development

Looking ahead, the company also eyes language training as a way to enhance customer relationships in their stores.

An important factor in that future success will be the continued high level of customer support provided by Rosetta Stone. "The level of account management really stood out to me from the beginning," said Jill Furzey. "Rosetta Stone was the only company that could truly say we can reach all of those different locations. It felt like the most flexible option for us."



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"I can say that I learned a lot and my use of the English language (written and spoken) has really improved. The live lessons are really good and useful."

—English intermediate level learner



About Rosetta Stone

Rosetta Stone is dedicated to using the power of language and literacy education to change people's lives. Millions of inspired learners have used our online and mobile solutions at home, in the workplace, and in schools around the world.