

NETFLIX



STELLA McCARTNEY

Stella McCartney x Netflix's Sex Education



acne

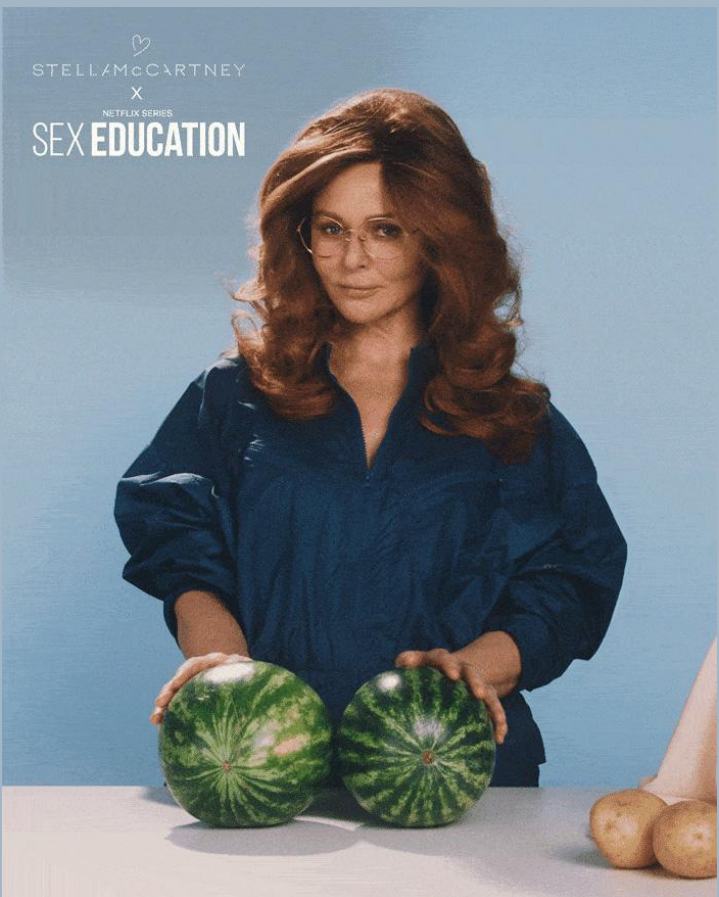
Creative

A woman with long brown hair and glasses, wearing a dark blue top, stands behind a table covered with a white cloth. The table is laden with various fruits including watermelons, coconuts, oranges, and a bowl of mixed fruit. The background is a solid light blue color. The text 'GET A GRIP ON BREASTS' is overlaid in large, bold, yellow letters with a black outline. Below it, in smaller white letters, is 'WITH ELLA ALLETS'.

GET A GRIP ON BREASTS

WITH ELLA ALLETS

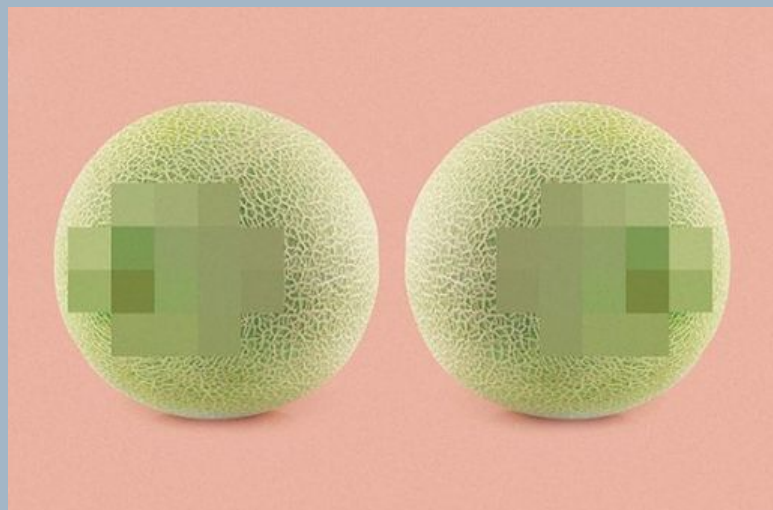
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♡
STELLA McCARTNEY
X
NETFLIX SERIES
SEX EDUCATION





TOILET
TEETH
TITS!

♡
STELLA McCARTNEY
X
NETFLIX SERIES
SEX EDUCATION

Media

VOGUE

FASHION BEAUTY ARTS & LIFESTYLE RUNWAY NEWS VIDEO VOGUE SHOP



Stella McCartney Partners With The 'Sex Education' Cast For A Memorable Breast Cancer Awareness Campaign

BY ALEX KESSLER
1 OCTOBER 2021



WWD

Stella McCartney Raises Breast Cancer Awareness With 'Sex Education'

The brand is also releasing a T-shirt made with heat technology, which allows the wearer to leave handprint marks on the chest.

By TIANWEI ZHANG | OCTOBER 1, 2021, 4:01AM



STYLIST

FASHION

Stella McCartney has tapped the stars of Sex Education for her latest Breast Cancer Awareness campaign

As part of her annual Breast Cancer Awareness campaign, the queen of green has recruited the stars of Netflix's buzziest show to draw attention to the cause.



BAZAAR

MODA PASARELAS BELLEZA

Stella McCartney se cuela en la serie 'Sex Education' para su última campaña sobre el cáncer de mama

La diseñadora británica ha apostado por el humor y se ha rodeado del reparto de la serie de Netflix para concienciar a las jóvenes de la autoexploración para detectar el cáncer de mama.

marie claire

"Toilet, Teeth, Tits" Stella McCartney e Sex Education, insieme contro il tumore al seno

La stilista britannica entra nel cast per una lezione pop-up (trattasi di una campagna da vedere).

E L L E.HR



Stella McCartney i ekipa serije 'Sex Education' snimili genijalnu kampanju o važnosti samopregleda dojki koju morate pogledati

Dizajnerica i glumci hit serije na duhovit su način podsjetili na važnost brige o zdravlju

campaign

'Toilet, teeth, tits': Stella McCartney ties up with Sex Education for breast cancer awareness drive

Over three seasons, 'Sex Education' has mastered the art of using humour and dry wit to educate young people about safe sex practices.



FASHIONUNITED

Stella McCartney collaborates with Netflix's 'Sex Education' for breast cancer awareness month



Image: courtesy of Stella McCartney

By Danielle Wightman-Stone

4 Oct 2021



Stella McCartney is teaming up with Netflix's 'Sex Education' television series for its seventh annual Breast Cancer Awareness Month campaign this October.

The campaign titled 'Toilet, Teeth, Tits', aims to encourage people of all ages to conduct regular breast self-examinations during their morning routines and includes exclusive T-shirts. The Stella McCartney Cares Foundation will donate one Louise Listening post-mastectomy bra for every T-shirt sold.

The Telegraph

The film is as entertaining as the Netflix show itself, but also, in a very meta way, it serves as an educational video for young people IRL (to the unenlightened, that's Gen-Z speak for 'in real life') who are less likely to be aware of the importance of daily checks. It will certainly be more effective than the kind of instructional video McCartney's cameo is based upon.

"Nearly 80 percent of women find their breast abnormalities on their own, and because of lockdown, over a million British women missed their mammograms last year so it's never been more important for us all to remember to visit our doctors and perform self-checks regularly," McCartney tells the *Telegraph*.



marie claire AUSTRALIA

HOME NEWS

Stella McCartney & The Sex Education Cast Are Encouraging Us To Check Ourselves In The Name Of Breast Cancer Awareness

"Toilet, teeth, tits." - by Ava Gilchrist

Comments



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netflixuk TOILET 🍷 TEETH 🪄 TITS 🍷

This October, start a new routine. Go to the Toilet, brush your Teeth, and check your T*ts! #breastcancerawareness @stellamccartney

10w

littlemissjadey I check my boobs on a regular basis! 10w Reply

mikhailacorbetthassit @thetittygritty this!👉 10w 1 like Reply

— View replies (1)

rise_up_dead.man Those are my balls 10w Reply

80,712 views

OCTOBER 1

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netflixuk TOILET 🍷 TEETH 🪄 TITS 🍷

This October, start a new routine. Go to the Toilet, brush your Teeth, and check your T*ts! #breastcancerawareness @stellamccartney

Edited · 24 w

g4ryjames Morning guys what a win @bowyerboy @npkerr 23 w 1 like Reply

— Hide replies

npkerr @g4ryjames 🤔🤔 23 w Reply

nine.borg @g.mike.r.l a Aimee cara kkkkk 23 w 1 like Reply

chineseanna 🍷

80,940 views

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stellamccartney BCA 2021: Sex Education – Toilet, Teeth, Tits

Honouring #BreastCancerAwarenessMonth, we partnered with Netflix series @SexEducation for our #BreastCancerAwareness 2021 campaign: Toilet, Teeth, Tits (TTT). Starring the series' cast and Stella, the film uses humour to dispel myths and encourage people of all ages to check their tits as part of their regular routine.

We have also launched a limited-edition TTT t-shirt in pale blue organic cotton. For every one purchased, the #StellaCares Foundation will give away a Louise Listening post-mastectomy bra for free.

A cause close to Stella's heart, this marks our seventh annual BCA campaign. Breast cancer is the UK's most common type of cancer. Supporting charities and organisations like the #LindaMcCartneyCentre, the Stella McCartney Cares Foundation will additionally give away 10,000 Louise Listening post-mastectomy bras – a beautiful yet highly technical garment for

340,240 views

OCTOBER 1, 2021

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charlizeafrica • Follow

charlizeafrica This #BreastCancerAwarenessMonth, @StellaMcCartney and @SexEducation want you to add some TTT to your regular routine: use the Toilet, brush your Teeth, check your Tits!

Need a daily reminder? Get the limited-edition TTT t-shirt I'm wearing at stellamccartney.com. For every tee purchased, the #StellaCares Foundation will donate a Louise Listening post-mastectomy bra to a woman who needs it.

#BCA #SexEducation #BreastCancerAwareness #StellaMcCartney

Liked by mickeygogo and 352,678 others

5 DAYS AGO

Add a comment... Post



kylieminogue • Follow

kylieminogue This #BreastCancerAwarenessMonth, @stellamccartney and @sexeducation want you to add some TTT to your regular routine. Need a daily reminder? Get the limited-edition (heat activated!) TTT t-shirt I'm wearing at stellamccartney.com. For every tee purchased, the #StellaCares Foundation will donate a Louise Listening post-mastectomy bra to a woman who needs it.

#BCA #BreastCancerAwareness

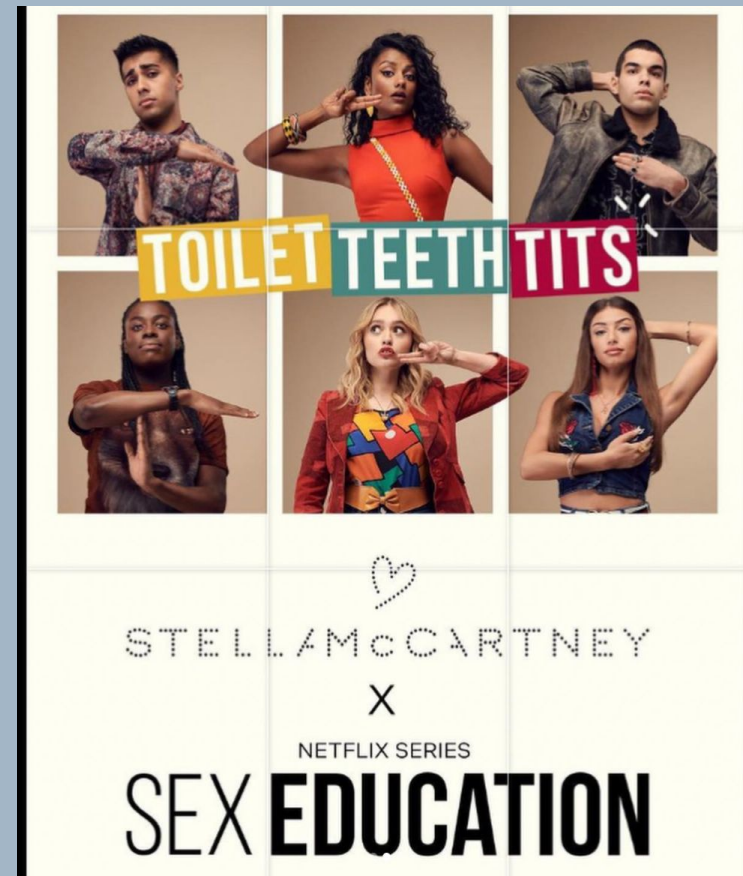
2 h

natalie_imbruglia 🍷

Liked by rose_babe and 17,211 others

2 HOURS AGO

Add a comment... Post



aimeelouwood • Follow

It's #BreastCancerAwarenessMonth 🍷 @StellaMcCartney and @SexEducation want you to add some TTT to your regular routine: TOILET, TEETH, TITS. Go to the Toilet, brush your Teeth and then check your Tits!

Need a daily reminder? Get the limited-edition TTT t-shirt I'm wearing at stellamccartney.com. For every tee purchased, the #StellaCares Foundation will donate a Louise Listening post-mastectomy bra to someone who needs it.

#BCA #SexEducation #BreastCancerAwareness #stellamccartney

Edited · 23 w

doug.squared It is a must.. October is Breast Cancer Month. Please Lets End this

15 w Reply

_silver0520 🍷#captivating

16 w Reply

495,373 likes

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chinyeezeudu • Follow

Let's get serious, we're talking Tits! This #BreastCancerAwarenessMonth, @StellaMcCartney and @SexEducation want you to add some TTT to your regular routine: use the Toilet, brush your Teeth, check your Tits!

Need a daily reminder? Get the limited-edition TTT t-shirt I'm wearing at stellamccartney.com. For every tee purchased, the #StellaCares Foundation will donate a Louise Listening post-mastectomy bra to a woman who needs it.

#BCA #SexEducation #BreastCancerAwareness #StellaMcCartney

Swipe for a lovely surprise x

24w

39,285 likes

OCTOBER 1, 2021

karma.ch4melian That was brilliant 🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷

24 w 2 likes Reply



stellamccartney • Follow

This October, start a new regular routine: go to the Toilet, brush your Teeth, check your Tits!

For #BreastCancerAwarenessMonth, we partnered with the cast of @SexEducation on a film encouraging people of all ages to start regular self-checks.

Breast cancer is the most common form of cancer in the UK, with over 1 million Britons estimated to have missed their mammograms during lockdown. Our #BreastCancerAwareness campaign will raise awareness and funds against the disease through the #StellaCares Foundation.

Discover our #BCA campaign and watch the full film on #StellasWorld (link in bio).

#StellaMcCartney #Netflix

24 w

50,645 views

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Case Study

[Watch Video](#)

A person wearing a dark blue jacket is shown from the waist down, holding two large watermelons on a light-colored surface. The watermelons are green with dark green stripes. The person's hands are visible, one resting on the top of the left watermelon and the other near the right watermelon. In the bottom right corner, there are some potatoes. The background is a solid light blue color.

Tack! Thanks!