Iconics stand the test of time; the forever relevant pieces which are kept in the wardrobe for years because of their premium fabric, attention to detail, and high-guality workmanship.

SUSTAINABILITY

Living a responsible lifestyle should be easy so we integrate sustainability into everything we do. This collection features our commitment to 100% organic cotton but also a new recycled polyester blend. We are certified to the highest levels and ethical in our sourcing and production.

SIMPLICITY

This season, we've created **clean lines** and reflected high attention to detail in a collection that is forever relevant. Each piece is a go-to with an everlasting promise of **comfort** and **style** with items that are easy to wear and effortless to combine.

ATTENTION TO DETAIL

In this collection, we've given precedent to all the extra things that come together to create something beautiful, **special matching trims**, exceptional metal-ware, and seams which are beautifully finished because we know that style and comfort lie in even the tiniest details.

> NEW 2019 COLLECTION ICONICS

STANLEY/STELLA

Creator Cruiser



MODERN FIT

Modernity is more than a collection; it's a way of thinking that ensures everything we do is relevant. We're unveiling **new styles, fits, cuts, and colours** – all crafted to be totally modern and exploring **new recycled fabrics** that enrich our efforts to be completely sustainable.

COLOURS

Trend aware but commercial, we are proud to offer around 100 colours and heathers.Each colour is carefully selected for its potential to offer a creative canvas. We're talking about flashier colours and neutrals that both clash and compliment. No tone is selected in isolation so the wearers can combine and express their personality.

SOFTNESS

Each style in our collection gives a strong sense of **comfort & freedom of movement**, making everyone feel instantly good from the second they're put on. Our aim is to create a moment of joy right when a garment first **touches the skin**.

PREMIUM

Premium is reflected in **twin needle** durable **stitching**, authentic **kangaroo pockets**, clean **1x1 ribs**, and exactly the right fabric weight for each product. It's the attention given to proportions, and a refusal to compromise on our standards in production.

www.stanleystella.com

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