



## 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-quality 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.

Creator  
Cruiser

NEW 2019 COLLECTION  
ICONICS

STANLEY/STELLA





## 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](http://www.stanleystella.com)

