



‘Simplicity is not just a mindset but an innate sense of comfort that leaves the wearer feeling beautiful in their skin.’

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. It is an everlasting promise of comfort and style with items that are easy to wear and effortless to combine.

SOFTNESS

Every style in our collection provides a strong sense of comfort and freedom of movement and makes the wearer feel instantly good. The moment of joy when a garment first touches the skin is cultivated through a considered process. First up, all our materials are organic – beautiful, and cosy. Every product from the collection is finished with softness at the core, which means selecting the right weight of fabric and deciding on the type of brushing that offers indulgence. Then there is the cut which is designed to work with each wearer’s mood whether it’s fitted, oversized or somewhere in between – fit will never mean forgoing on comfort.

Finally, we ensure that all seams are beautifully finished because we know that comfort lies in even the tiniest details.

SUSTAINABILITY

Our mission is to adhere to a responsible lifestyle, which is why we integrate sustainability into everything we do. As one of the world’s top organic cotton suppliers, we are certified to the highest levels and ethical in our sourcing and production.

This collection will feature our commitment to 100% organic cotton but also a new recycled polyester blend. Recycled polyester will help offer more diversity in our collection, providing another unique opportunity to those who care about the impact of their actions.

MODERNITY

Modernity is more than a collection; it’s a way of thinking that ensures everything we do is relevant. We’re unveiling new styles, cuts and colours – all crafted to be totally modern and exploring new recycled fabrics that strengthen our efforts to become completely sustainable. We’ve also launched a brand-new web platform with cutting-edge advancements that work to improve your digital experience.

Whether it’s the in-house design team’s quick response to the latest high-street and catwalk trends or our efforts to embrace new movements in sustainability and digital technology, Stanley/Stella puts modernity first to ensure your loyalty.

We are proud to reveal our new collection in this brand new 2019 Lookbook – we look forward to a successful year together!