

STELLA McCARTNEY

KIDS

Stella McCartney Kids Spring Summer 2023

For Spring Summer 2023, Stella McCartney Kids gets back to our playful roots – celebrating brand codes of self-love, creativity and the pursuit of one’s dreams. A lively adventure rooted in self-discovery and freedom, the next generation explores their passions and what makes them truly happy, whilst caring for Mother Earth and animal friends along the way. It is crafted from 94% conscious fabrics – an exceptional achievement considering its size and diversity.

Girls embrace their inner flower child this season, with rolling green landscapes, sunshine hearts, rainbows and swirling Stella McCartney logos on organic cotton sets, sustainable viscose dresses and embroidered denim favourites. Flowers on pop-colour fleece jumpers, recycled outerwear and versatile dungarees reinforce a springtime happiness, with rainbow logo taping and iconic Stella stars adding a charming touch. A refreshed palm and parrot wardrobe complements the collection’s earthy offering, with multicoloured leafy prints on puffy-sleeved dresses and wide trousers, followed by camouflage back-base denim pieces – stylishly complete with grapefruit pink logo lettering.

Boys get a touch of humour and cheer with a funfair-inspired wardrobe – featuring a colourful montage of rollercoasters, rock-n-roll guitars, silly skulls, fast-paced cars and funny-face prints on organic cotton t-shirts, fleece coordinates and denim pieces. Moody geckos follow suit, with the reptilian friend spread across khaki-based fleece, reversible parkas and oversized jumpers. Rounding out the collection comes neon camouflage favourites – bringing an energetic mix of deep red, midnight black, dark blue and army green to black-based organic cotton pieces and matching backpacks.

Iconic to Stella Kids comes a refreshed take on our classic star wardrobe. Girls enjoy a galactic uniform of bursting with fringed details and patchwork finishes, with boys embracing a more subtle take of creamy white logo lettering on navy-base hooded sweatshirts and t-shirts.

A sophisticated Stella Kids’ festive collection returns for a second season, just in time for summer parties. Linking to Spring Summer 2023’s romantic floral wardrobe, girls wear pale pink hotfix tulle dresses, satin bomber jackets, daisy-embroidered dresses and sunflower yellow suits. As for boys, the concise edit includes a light blue organic cotton suit and cotton poplin shirts with a detachable bow tie.

Swimwear dives into each of Spring Summer 2023’s lively themes, made with recycled materials and offering SPF50 protection. For girls, pieces include bathing suits, bikinis and long-sleeved tops with all-over flowers, happy parrots, dreamy guitars, Stella stars and colour-blocked logo prints. Boys stay cool in board shorts with funny geckos, animated monkeys and dancing tacos, paired with a curious gorilla towel – perfect for those balmy days.

This season’s activewear capsule blends ultimate comfort with functionality, combining fast-drying, technical materials such as recycled polyester, nylon and organic cotton – grown without harmful chemicals or pesticides. Girls sport a new pastel camouflage and faded rainbow on coordinated jumpers and shorts, crop tops, leggings and t-shirts, while boys have colour-blocked and grey melange pieces, featuring vibrant drawstrings and graphic shapes.

In honour of the Year of the Rabbit comes our exclusive Lunar New Year capsule. Known as the luckiest zodiac, Stella Kids embrace a celebratory wardrobe of smiling bunny prints with white logo lettering on red-base jersey dresses, organic cotton t-shirts and roomy coordinated sets.

Seasonal bags come in cheerful figures, including 3D spiked geckos, life-size guitars, smiling parrots, bursting stars and heart-shaped landscapes. For every step of the way, Stella Kids have matching accessories including backpacks, cross-body bags, summer hats and vegan shoes.

Stella McCartney Kids Spring Summer 2023 will be available from January 2023 online at stellamccartney.com, with express shipping available for up to 99 countries. In addition to the online shopping service, the collection will be available in 12 Stella McCartney stores as well as more than 500 wholesale accounts worldwide.

Pil communication

Via Carlo Botta 8 | 20135 Milano | PH 0292885858 | m.molinari@pilcommunication.com