

STELLA McCARTNEY

KIDS

Stella McCartney Kids Autumn Winter 2023

For Autumn Winter 2023, Stella McCartney Kids is inspired by wandering and wondering – celebrating nature’s ability to inspire imaginations, whilst visually exploring a whimsical world with infinite possibilities. The collection features a soft palette, signature prints and fantastical, furry and forest graphics. It is crafted from 95% conscious fabrics, an exceptional achievement considering its size and diversity.

Girls’ styles enter a dreamy landscape of flying unicorns rendered on pastels, alongside iconic Stella stars reimagined on organic cotton pink denim staples, candy-blue Fur Free Fur coating and multicoloured waterproof outerwear. A ‘Dear Diary’ uniform reflects the power of wonder alongside positive statements like ‘See you around’ and ‘Dream maker’ scribbled on embroidered t-shirts, fleece jumpers and grey melange zip-up hoodies. Florals and tulips bring a touch of folklore on matching scalloped co-ords, recycled puffers and logo-printed organic cotton jersey tees. Patchwork flowers bloom on kilted lightweight jackets, cable knit cardigans and check gilets, complete with black-base organic cotton denim staples and soft moccasin boots.

Boys take an adventure into the woods, with curious grizzly bears across teddy zip-up hoodies, sweats and “Bear with me” printed organic cotton t-shirts, as well as funny-face t-shirts, recycled puffers and cruelty-free accessories. This forest theme continues in a folklore wardrobe inspired by camping and storytelling around the fire, with camo recycled puffers, patchwork trousers and warm hiking boots grounded in an earthy palette. Rounding out the edit are imaginary monsters on checked organic cotton denim, waterproof wind breakers and spiked hoodies.

Pastel tigers, elephants, monkeys, camels, penguins and seals bring nature to unisex organic cotton newborn bib sets, body suits and throws. Baby girls get unicorns in a calming palette of soft pinks and purples, while smiling polar bears on gentle greys keep baby boys snug. All Stella Kids newborn styles are made with organic cotton, safely grown without harmful pesticides, chemicals and using less water than conventional materials.

Windproof, waterproof and breathable, Stella Kids skiwear is made from quick-drying recycled polyester with a fluorocarbon-free coating – eliminating harmful chemicals and suitable for a variety of winter activities. Striped colour-blocking defines this season’s offering for both genders. Girls snow suits are also reimagined with neon scribbles and dots on a black base, alongside vibrant, multicoloured camouflage for boys.

Active wear combines ultimate comfort with functionality – featuring fast-drying, technical materials such as Airtex, recycled polyester and organic cotton. Girls enjoy a graphic mix of colour-blocked logo taping, bright fluoro striping and multicoloured scribble prints, while boys sport a fresh camouflage uniform.

Festive wear includes multicoloured striped lurex sparkles and rainbow arches on party staples for girls, alongside statement fuchsia tailoring, jewel-embellish dresses and hand-drawn heart prints on chiffon lurex skirts and tops. The boys’ wardrobe is the most elevated to date; white poplin shirts with pleated bib details are paired with midnight black tailored tuxedos, plus cheeky organic cotton t-shirts with bowtie and suspender graphics.

Stellaween brings a spooky edge with unisex neon pumpkins on black-base fleece co-ords and organic cotton t-shirts. The celebratory spirit continues in a joyful Christmas uniform, featuring candy canes on fleece-based tracksuits and dresses for girls and newborns. Boys enjoy funny-face polar bears on jumpers, matching co-ords and organic cotton t-shirts, whilst unisex pieces include festive gingerbread all-in-ones, matching 3D accessories and teddy-bear velcro patches on fleece jumpers.

Pil communication

Via Carlo Botta 8 | 20135 Milano | PH 0292885858 | j.fuschillo@pilcommunication.com

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Returning for Autumn Winter 2023 are organic cotton underwear sets for Stella Kids, featuring this season's florals on briefs, camis and training bras for girls. For boys, grizzly bears and days of the week are on two-tone vests and boxers.

Stella McCartney Kids Autumn Winter 2023 will be available from June 2023 online at stellamccartney.com. In addition to the online shopping service, the collection will be available in Stella McCartney stores as well as more than 450 wholesale accounts worldwide.

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