

STELLA McCARTNEY

STELLA McCARTNEY WINTER 2020 READY-TO-WEAR

The collection is inspired by strong-willed women grounded in reality with a free spirit. They are the fearless, the pioneers, the disruptors, the visionaries – ready to express themselves and make a statement, fashion or otherwise. We embrace and empower the natural eccentricities that make them exceptional with bold touches that flirt with the boundaries and leap into uncharted territories, while staying true to Stella's style.

The Winter 2020 collection is a modernist take on an opulent fantasy, referencing the work of Russian-born French designer and illustrator Erté (1892–1990). Stella herself has a memorable connection to the artist after a chance meeting as a child. A collaboration with the Erté archives allowed access to never-before-used fashion prints.

Erté's artistic vision is translated into Stella's aesthetic vocabulary. Featuring a compelling tension created by the feminisation of masculine clothing, sculptural silhouettes and minimal embellishments are balanced with natural textures. True to Stella, the palette includes terrestrial tones of mineral, clay, sand, charcoal, walnut and navy alongside punches of lilac and ginger.

The season draws inspiration from both Erté and a rebellious energy, with prints by the artist including *Tumbling Locks*, *Starburst* and *Jellyfish*. The opulence is disrupted with touches of lumberjack, layered check and leather bindings. In this defiant spirit, Winter 2020 has more animal-free vegan leather than previous ready to wear collections, expanding the cruelty- and PVC-free material beyond accessories – including decorative perforated vegan leather and shaggy pile animal-free shearling.

Bowed shirts and belted trousers are shown in soft and sensual patterns, while dresses with bound extensions are draped and fluidly wrapped around the body. Unstructured silhouettes are embellished with luxurious metallic beaded designs.

Stella's tailoring is seen via structural outerwear that transitions through the collection from minimalist, neutral tones in micro mouliné flannel and flecked melton to a more utilitarian lumberjack check. The collection's knitwear teases a variety of textures, juxtaposing clean-cut shapes with decadent comfort – from felted checks to a new long-pile animal-free sheepskin.

The Winter 2020 menswear is complementary to the inspiration and aesthetic of its female counterpart – sculptural tailoring and outerwear, vegan leather and animal-free shearling, and a natural colour palette. It also includes voluminous silhouettes that give the collection an elevated essentialism.

A key bag this season is a mid-century-inspired shoulder bag featuring a softer aesthetic contrasted against structured vegan leather, with a braided strap. Another focal bag is immediately recognisable for its unique geometric shapes, the iconic Falabella chains in a chunky style and animal-free crocodile leather. There is also an oversized, slouchy Hobo bag in sumptuously soft vegan leather bonded with animal-free suede.

Flat goth boots march into the season with an oversized metallic front zipper and a sharp, pointed toe. The Emilie Chelsea boot also makes its show debut, with the high vegan leather upper sitting atop a layer of Macadamia wood and a split chunky sole. The Cage 2 flat pump is anything but flat stylistically, with cut-outs at the pointed toe as well as along the sides.

Gold and silver animal jewellery are an eccentric addition including broaches, earrings and necklaces inspired by ancient hieroglyphs and mid-century art.

About Stella McCartney

Stella McCartney is a luxury lifestyle brand that was launched under the designer's name in 2001. Stella's approach to design emphasizes sharp tailoring, natural confidence and an effortless attitude. The brand is committed to being an ethical and modern company, believing it is responsible for the resources it uses and the impact it has on the environment. It is therefore constantly exploring innovative ways to become more sustainable, from designing to store practices and product manufacturing. As a lifelong vegetarian, Stella McCartney never uses any leather, fur, skins or feather in any products for both ethical and environmental reasons, setting a standard for the use of alternative materials. Supporting circularity, the brand is embracing new business models that will transform how clothes are produced, sold, shared, repaired and reused; promoting long lasting product with extended use to reduce environmental impact.

The brand now offers women and menswear ready-to-wear, as well as handbags, shoes and a kids line. It has also developed under licensing eyewear, lingerie, swimwear, fragrances and a long-term partnership with Adidas. The collections are currently available in more than 100 countries at wholesale, and through 60 freestanding stores including London, New York, Los Angeles, Paris, Milan, Tokyo, Hong Kong and Shanghai.

For additional information, please visit: www.stellamccartney.com