

Iconics

STANLEY/STELLA



Our biggest shake-up yet

—

As game changers, we're constantly looking for ways to reinvent fashion for a better world – making sure our garments are the best they can be, whilst evolving with your needs.

Our new iconics range signals one of our biggest shake-ups yet. It's the result of two years of in-depth research and development based on thousands of tests, discussions with our customers, retail trends across key global cities, and innovation in the apparel decoration industry.

This uplifted range is a testament to our relentless quest for quality, and the love we pour into the development of our garments.

For you, we reset the standards.



Introducing our

Iconics 2.0

- Modernised fits
- Natural & fresh handfeel
- Exceptionally vibrant and deep colours
- Elevated attention to detail
- All iconics sweatshirts are 100% organic cotton

Iconics Mid-Light

- Premium quality for everyone
- Lighter-weight fabrics
- Vibrant shades and core colours
- Timeless fits for every occasion





Our Iconics 2.0 →

Our relentless quest for quality led us to reset the standards of our iconics. After two years of in-depth research and development we're proud to reveal our uplifted iconics.

- Modernised look & feel
- Handfeel full of character
- 100% organic cotton fabric
- Elevated attention to detail
- Perfected decoration results
- Exceptionally vibrant and deep colours
- Fabric and colour alignment across styles
- Mini Iconics 2.0 in line with Iconics 2.0

Discover our
Iconics 2.0





Description

Set-in sleeve
1x1 rib at neck collar
Inside back neck tape in self fabric
Twin needle topstitch at sleeve cuff and hem

Key upgrades New

Rib slightly wider on collar
Sleeve length: + 2.5cm
Sleeve cuff slightly wider
Half chest: + 1.5cm
Body length: + 1cm

Fabric & Composition

Single jersey,
100% cotton - organic ring spun combed

Total Look

| | |
|------------------------|-----|
| Crewneck → Changer 2.0 | .16 |
| Hoodie → Cruiser 2.0 | .20 |
| Bottoms → Mover 2.0 | .28 |

Family Look

| | |
|---------------------------|-----|
| Women → Stella Muser | .12 |
| Kids → Mini Creator 2.0 * | |
| Babies → Baby Creator * | |

* Discover these products on our website or lookbook



New style Iconic

Creator 2.0 STTU169

The iconic unisex t-shirt

Medium fit

XXS - 5XL*

180 GSM





Jade is 175 cm wearing
Creator 2.0 in Eco-Heather, size XS

Shanon is 180 cm wearing
Creator 2.0 in Eco-Heather, size M

New style Iconic

Creator 2.0 STTU169

The iconic unisex t-shirt

Medium fit

XXS - 5XL*

180 GSM



Whites

- White C001
- Off White C018
- Vintage White C504
- Natural Raw C054

Colours

- Black C002
- India Ink Grey C715
- Anthracite C253
- Khaki C223
- New** Green Bay C144
- Glazed Green C036
- Stargazer C702
- Aloe C089
- Worker Blue C088
- New** Purple Love C115
- Lavender C063
- New** Blue Soul C149
- New** Aqua Blue C145
- Bright Blue C053
- French Navy C727
- Red Brown C116
- Burgundy C244
- Red C004
- New** Bubble Pink C129
- Cotton Pink C005
- Fraiche Peche C101
- New** Fiesta C143
- New** Nispero C142
- Spectra Yellow C204
- Ochre C048
- New** Latte C112
- Desert Dust C028

Essential heathers

- Dark Heather Grey C651
- Mid Heather Grey C650
- Heather Grey C250
- New** Cool Heather Grey C146
- Dark Heather Blue C652

Special heathers

- New** Eco-Heather C147

*4XL and 5XL available in selected colours. Please check our website for availability



Description

Set-in sleeve
1x1 rib at neck collar
Inside back neck tape in self fabric
Narrow twin needle topstitch at sleeve cuff and hem

Fabric & Composition

Single jersey,
100% cotton - organic ring spun combed

Total Look

Crewneck → Changer 2.0 .16
Hoodie → Cruiser 2.0 .20
Bottoms → Mover 2.0 .28

Family Look

Unisex → Creator 2.0 .8
Kids → Mini Creator 2.0 *
Babies → Baby Creator *

You Might Like

Women T-shirt → Stella Serena .37
Women T-shirt → Stella Isla *
Women T-shirt → Stella Nova *

* Discover these products on our website or lookbook



New style Iconic

Stella Muser

STTW172

The iconic women's t-shirt

Medium fit

XS - XXL

180 GSM





Kenia is 171 cm wearing Stella Muser in Natural Raw, size M

New style Iconic

Stella Muser STTW172

The iconic women's t-shirt

Medium fit

XS - XXL

180 GSM



Whites

- White C001
- Off White C018
- Natural Raw C054

Colours

- Black C002
- Anthracite C253
- Khaki C223
- New** Green Bay C144
- Stargazer C702
- New** Purple Love C115
- Lavender C063
- French Navy C727
- Worker Blue C088
- New** Blue Soul C149
- New** Aqua Blue C145
- Burgundy C244
- Red C004
- New** Bubble Pink C129
- Cotton Pink C005
- New** Fiesta C143
- Fraiche Pêche C101
- New** Nispero C142

Essential heathers

- Heather Grey C250
- New** Cool Heather Grey C146

Special heathers

- New** Eco-Heather C147



Description

1x1 rib at neck collar, sleeve cuff and bottom hem
Inside back
Self fabric Half moon at back neck
Single needle topstitch at neck collar
2 needle topstitch centred on seam at hem, cuff and armhole

Key upgrades New

Deeper rib at collar
Dropped shoulder
Half chest: + 6cm
Body length: + 1cm
Deeper rib at hem and cuff

Fabric & Composition

Brushed sweatshirt,
100% cotton - organic ring spun combed

Total Look

T-shirt → Creator 2.0 .8
Bottoms → Mover 2.0 .28

You Might Like

Hoodie → Cruiser 2.0 .20
Zip-thru hoodie → Cultivator 2.0 .24

Family Look

Kids → Mini Changer 2.0 *
Babies → Baby Changer *

* Discover these products on
our website or lookbook



New style Iconic

Changer 2.0

STSU178

The iconic unisex crew neck sweatshirt

Medium fit

XXS - 5XL*

350 GSM





Shanon is 180 cm wearing Changer 2.0 in Green Bay, size M

New style Iconic

Changer 2.0 STSU178

The iconic unisex crew neck sweatshirt

Medium fit

XXS - 5XL*

350 GSM



Whites

- White C001
- Off White C018
- Natural Raw C054

Colours

- Black C002
- India Ink Grey C715
- Anthracite C253
- New** Nispero C142
- Ochre C048
- New** Latte C112
- Desert Dust C028
- Khaki C223
- New** Green Bay C144
- Glazed Green C036
- Stargazer C702
- Aloe C089
- Worker Blue C088
- Lavender C063
- New** Blue Soul C149
- New** Aqua Blue C145
- Bright Blue C053
- French Navy C727
- New** Red Brown C116
- Burgundy C244
- Red C004
- New** Bubble Pink C129
- Cotton Pink C005
- Fraiche Peche C101
- New** Fiesta C143

Essential heathers

- Dark Heather Grey C651
- Heather Grey C250
- New** Cool Heather Grey C146

Special heathers

- New** Eco-Heather C147

*4XL and 5XL available in selected colours. Please check our website for availability



Description

Double self fabric lined hood
Drawcords with closed end metal tipping and metal eyelets
Self fabric half moon at back neck
1x1 rib at sleeve hem and bottom hem

Key upgrades New

Dropped shoulder
Half chest: + 5cm
New drawcords with closed tipping
Body length: + 1cm
Deeper rib at hem and cuff

Fabric & Composition

Brushed sweatshirt,
100% cotton - organic ring spun combed

Total Look

T-shirt → Creator 2.0 .8
Bottoms → Mover 2.0 .28

You Might Like

Crewneck → Changer 2.0 .16
Zip-thru hoodie → Cultivator 2.0 .24

Family Look

Kids → Mini Cruiser *
Babies → Baby Cruiser *

* Discover these products on our website or lookbook



New style Iconic

Cruiser 2.0

STSU177

The iconic unisex hoodie sweatshirt

Medium fit

XXS - 5XL*

350 GSM





Camille is 178 cm wearing Cruiser 2.0 in Cool Heather Grey, size M

New style Iconic

Cruiser 2.0 STSU177

The iconic unisex hoodie sweatshirt

Medium fit

XXS - 5XL*

350 GSM



Whites

- White C001
- Off White C018
- Natural Raw C054

Colours

- Black C002
- India Ink Grey C715
- Anthracite C253
- New** Nispero C142
- Ochre C048
- New** Latte C112
- Desert Dust C028
- Khaki C223
- New** Green Bay C144
- Glazed Green C036
- Stargazer C702
- Aloe C089
- Worker Blue C088
- New** Purple Love C115
- Lavender C063
- New** Blue Soul C149
- New** Aqua Blue C145
- Bright Blue C053
- French Navy C727
- New** Red Brown C116
- Burgundy C244
- Red C004
- New** Bubble Pink C129
- Cotton Pink C005
- Fraiche Peche C101
- New** Fiesta C143

Essential heathers

- Dark Heather Grey C651
- Mid Heather Grey C650
- Heather Grey C250
- New** Cool Heather Grey C146

Special heathers

- New** Eco-Heather C147

*4XL and 5XL available in selected colours. Please check our website for availability



Description

Double self fabric lined hood
Drawcords with closed end metal tipping and metal eyelets
Self fabric half moon at back neck
1x1 rib at sleeve hem and bottom hem

Key upgrades New

Dropped shoulder
Half chest: + 5cm
New drawcords with closed tipping
Body length: + 1cm
Deeper rib at hem and cuff

Fabric & Composition

Brushed sweatshirt,
100% cotton - organic ring spun combed

Total Look

T-shirt → Creator 2.0 .8
Bottoms → Mover 2.0 .28

You Might Like

Sweatshirt → Changer 2.0 .16
Hoodie → Cruiser 2.0 .20

Family Look

Kids → Mini Cultivator 2.0 *
Babies → Baby Connector *

* Discover these products on
our website or lookbook



New style Iconic

Cultivator 2.0

STSU179

The iconic unisex zip-thru hoodie sweatshirt

Medium fit

XXS - 5XL*

350 GSM





Virgile is 188 cm wearing Cultivator 2.0 in Nispero, size L

New style Iconic

Cultivator 2.0 STSU179

The iconic unisex zip-thru sweatshirt

Medium fit

XXS - 5XL*

350 GSM



Whites

- White C001
- Natural Raw C054

Colours

- Black C002
- Anthracite C253
- New** Nispero C142
- New** Latte C112
- Khaki C223
- New** Green Bay C144
- Glazed Green C036
- Stargazer C702
- Aloe C089
- Worker Blue C088
- New** Purple Love C115
- New** Blue Soul C149
- French Navy C727
- Burgundy C244
- Red C004
- Cotton Pink C005

Essential heathers

- Dark Heather Grey C651
- Heather Grey C250
- New** Cool Heather Grey C146

*4XL and 5XL available in selected colours. Please check our website for availability



Description

Round drawcords in matching body colour
Closed end metal tipping
Buttonhole drawcord exit eyelets
Pocket bags in self fabric and single jersey

Key upgrades New

Waist: - 1cm
New construction of waistband
Thigh: + 2cm
New drawcords with closed tipping
Inseam front pocket
Larger and deeper rib at hems

Fabric & Composition

Single Jersey,
100% Cotton - Organic ring spun combed

Total Look

| | |
|-----------------------|-----|
| T-shirt → Creator 2.0 | .8 |
| Crewneck → Change 2.0 | .16 |
| Hoodie → Cruiser 2.0 | .20 |

Family Look

Kids → Mini Mover 2.0 *
Babies → Baby Tumbler *

* Discover these products on our website or lookbook

New style Iconic

Mover 2.0

STBU185

The iconic unisex jogger pants

Medium fit

XXS - 3XL

350 GSM



Camille is 178 cm wearing
Mover 2.0 in French Navy, size M

Kenia is 171 cm wearing
Mover 2.0 in Latte, size S



New style Iconic

Mover 2.0 STBU185

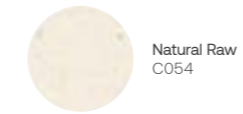
The iconic unisex jogger pants

Medium fit

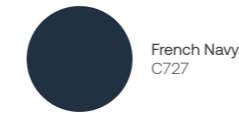
XXS - 3XL

350 GSM

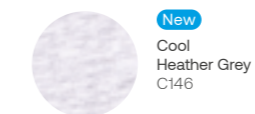
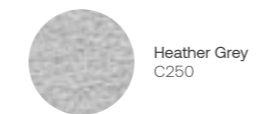
Whites



Colours



Essential heathers





Our Iconics Mid-Light →

Our Iconics Mid-Light bring a new focus to lighter-weight fabrics. Finding iconic styles that are perfectly suited for mid-season, as well as warmer climates and specific purposes just became easier.

- Premium quality for everyone
- Timeless fits for every occasion
- A mix of vibrant shades and core colours for a wide range of purposes

Discover our
Iconics Mid-Light





Camille is 178 cm wearing Crafter in Sky Blue, size L

Kenia is 171 cm wearing Crafter in Teal Monstera, size S



New style Iconic Mid-Light

Crafter STTU170

The iconic mid-light unisex t-shirt

Medium fit

XXS - 5XL*

155 GSM

Description

Set-in sleeve
1x1 rib at neck collar
Inside back neck tape in self fabric
Twin needle topstitch at sleeve cuff and hem

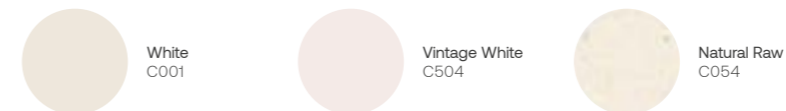
Fabric & Composition

Single jersey,
100% cotton - organic ring spun combed

Extra Looks

| | | |
|----------------|-------------------------|-----|
| Family look | Women → Stella Serena | .36 |
| You might like | Hoodie → Drummer 2.0 | .38 |
| Total look | Bottoms → Trainer 2.0** | |

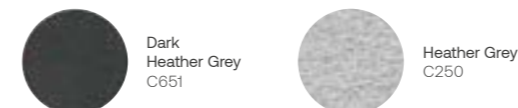
Whites



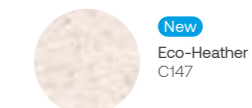
Colours



Essential heathers



Special heathers



*4XL and 5XL available in selected colours. Please check our website for availability - ** Discover these products on our website or lookbook





New style Iconic Mid-Light

Stella Serena STTW173

The iconic mid-light women scoop neck t-shirt

Medium fit

XS - XXL

155 GSM

Description

Set-in sleeve
Self fabric inserted neck binding
Inside back neck tape in self fabric
Narrow twin needle topstitch at sleeve cuff and hem

Fabric & Composition

Single jersey,
100% cotton - organic ring spun combed

Extra Looks

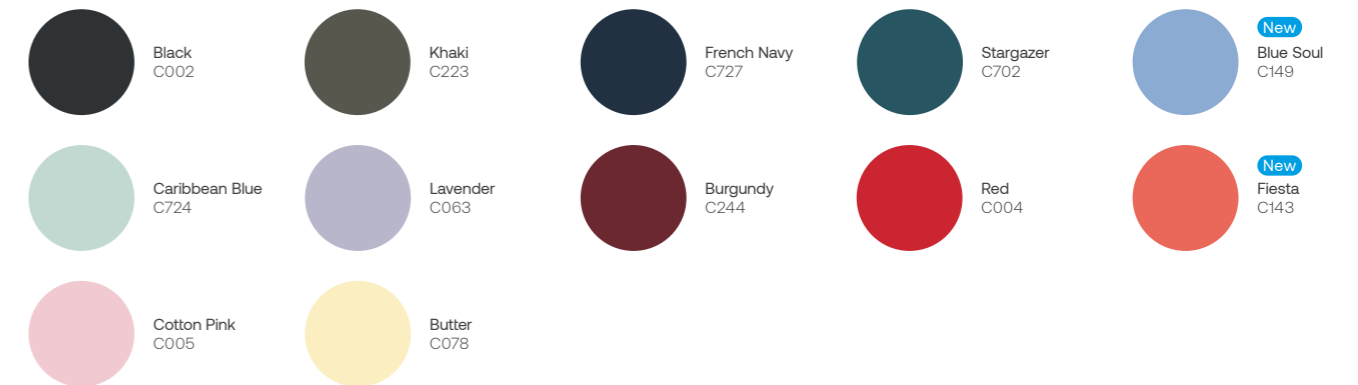
You might like T-shirt → Stella Isla **
You might like T-shirt → Stella Nova **

You might like T-shirt → Stella Muser **
You might like T-shirt → Stella Ella **

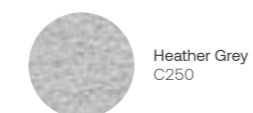
Whites



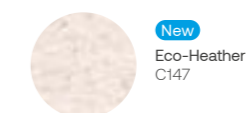
Colours



Essential heathers



Special heathers



Jana is 175 cm wearing Stella Serena in Eco-Heather, size S



** Discover these products on our website or lookbook



Camille is 178 cm wearing Drummer 2.0 in British Khaki, size L

Kenia is 171 cm wearing Drummer 2.0 in Vintage White, size M



Made with 85% organic cotton
Certified by Control Union
CU 88434



New style Iconic Mid-Light

Drummer 2.0 STSU168

The iconic mid-light unisex hoodie sweatshirt

Medium fit

XXS - 5XL*

280 GSM

Description

Self fabric lined hood
Flat drawcords with stitched buttonhole eyelets
Self fabric half moon at back neck
1x1 rib at sleeve hem and bottom hem
Flatlock topstitch on all seams

Fabric & Composition

Brushed sweatshirt,
85% cotton - organic ring spun combed
15% polyester - recycled

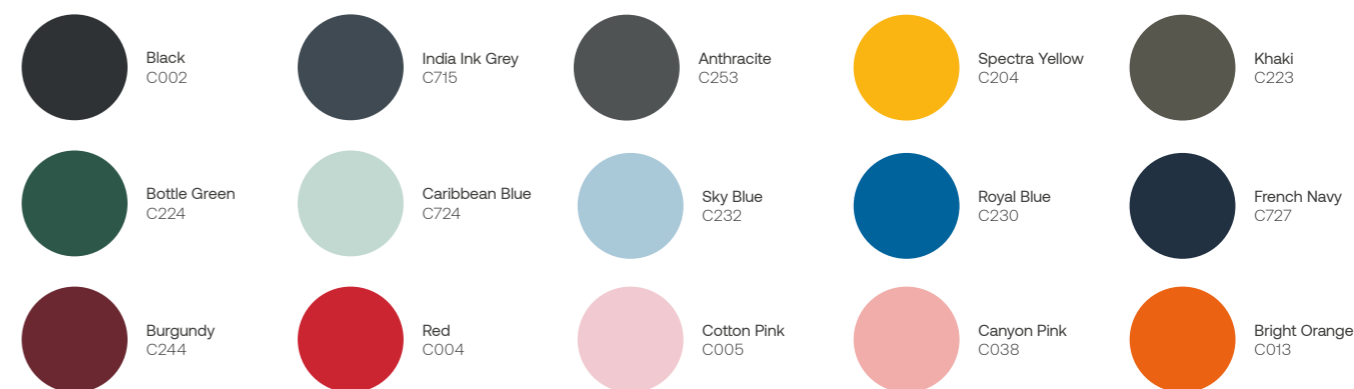
Extra Looks

Total look Unisex → Crafter .34
You might like Crewneck → Roller **

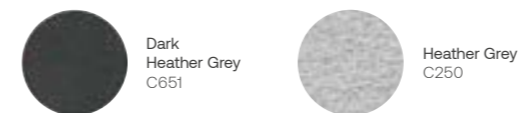
Whites



Colours



Essential heathers



*4XL and 5XL available in selected colours. Please check our website for availability - ** Discover these products on our website or lookbook

We believe that the textile and garment industry can act in a responsible way and care about people, the planet, and society. We don't need to tell you more about the reasons why we're fully committed to sourcing organic cotton, reducing our carbon footprint or urging our suppliers to pay a living wage to their workers because we believe these points are important to you too.

We thank you for joining us on our journey, and for sharing your support, enthusiasm and ideas. If you'd like to find out more about our path to sustainability or get involved:

Please contact us:

 stanleystella.com

 [@wearestanleystella](https://www.instagram.com/wearestanleystella)



Printed with vegetal-based inks on 100% recycled paper.



Iconic

Core / Top 5 Colours

Blues

Purples

Greens

Pinks

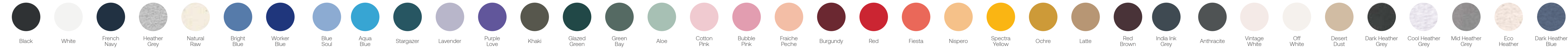
Reds

Oranges & Yellows

Browns

Neutrals

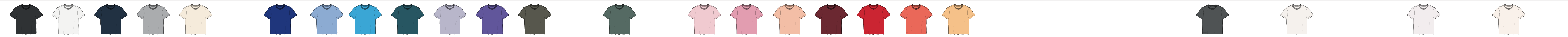
Heathers



Creator 2.0
STTU169



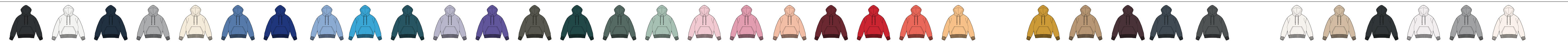
Stella Muser
STTW172



Changer 2.0
STSU178



Cruiser 2.0
STSU177



Cultivator 2.0
STSU179



Mover 2.0
STBU185



Iconic Mid-Light

Core / Top 5 Colours

Blues

Purples

Greens

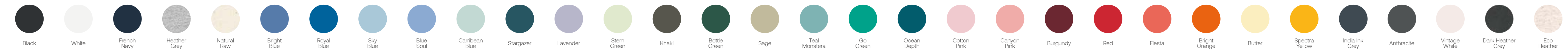
Pinks

Reds

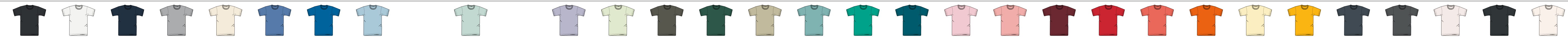
Oranges & Yellows

Neutrals

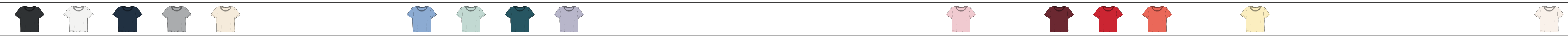
Heathers



Crafter
STTU170



Stella Serena
STTW173



Roller
STSU868



Drummer 2.0
STSU168



