

STELLA MCCARTNEY

Spring 2010

The Spring 2010 collection is divided into 4 stories; Tuxedo, Out of the Blue, Tropic of Flowers White Hot Desert Day, each working separately and across each other in both fabric and colors.

Inspired by Saville Row tailoring, the Tuxedo story features large labelled grosgrain smoking jackets with easy wide legged high waist trousers in clean flat wool suiting accents are scalloped French guipure lace pieces with framed necklines on cocktail jackets, full length dresses, embellished separates and a in a strong and clean black, white and nude palette.

Out of the Blue is a play on the French Riviera infused with a fresh take on the nautical resort theme of stripes and checks; creating a graphic impact in early spring colors of deep navy with flashes of cobalt blue and canary in double faced cotton, washed canvas and stretch cotton for transitional season dressing.

Creating a bold day statement that takes us into full spring, Tropic of Flowers consists of safari inspired tobacco colored separates paired with bright acid tangerine and evergreen in fluid silks and solid and striped jerseys, while flower print pieces are in light weight linen. Intense all over multi colored sequin embroidered jackets in silk are paired with casual tobacco and tangerine jeans or knitted all-in-ones. An overload of color and texture is created by teaming appliqué t-shirts in sequined flower shine with bow tie waist embroidered skirts, inspired by French couture embroidery.

White Hot Desert day is a mix of the fragility of lace and the modernity of oversized sportswear in dry hot colors of biscuit, paper, steel pipe grey and highlighted by gold. Metallic geometric dot jacquards explode over ruffle sleeved shift dresses and in gathered high waist skirts. Classic trench coats in solid gold woven tailoring with gold piping and hammered gold buttons. Perforated canvas is cut into skirts, dresses and trench coats made of fine silk cotton to create a modern eyelet lace. Gold antique sequins is dressed down and matched with seersucker tailoring or denim and the basic white t-shirt.

Handbags this season take classic signature Stella styles reinterpreted into themes of the collection with the play of fabric, color and embellishment. Shoe styles further modernize the 4 themes including neoprene styles in an open toe cut out bootie and platform sandal in black w/ gold detail and cone heels, while bright solid colored sandals in satin and grosgrain come in gold platforms, wooden or cork soles versions in high heels as well as in flats.

This season further effort has been made to incorporate as many eco friendly elements into the collection. 41 styles of ready-to-wear are 100% organic or partially organic. A biodegradable eco-suede is used in a moccasin which comes as a flat and with high cone heels. All the handbags have recycled lining and several styles feature recycled metal hardware, while the nylon family has been developed into eco recyclable fibers and new organic cotton shoppers.