

STELLA MCCARTNEY

STELLA MCCARTNEY OPENS CORNER AT LIBERTY IN LONDON

LONDON, JANUARY 25, 2010. Stella McCartney opens her first ready-to-wear corner in London's iconic Liberty department store located at Great Marlborough Street, expanding her already successful retail business at its London flagship store on Bruton street as well as at Selfridge's and Harvey Nichols. Since 1875 the beloved Tudor style store has been a leading destination in London; known for providing the latest fashions alongside quintessentially classic designs.

Liberty has unveiled an innovative new store layout, providing an expanded and dynamic product offering, which includes the launch of the new Stella McCartney corner. Located on the first floor, the space reflects the store design concept of the Stella McCartney flagship stores and will carry the designer's ready-to-wear collection, complementing the accessories, lingerie and fragrances that have been carried at Liberty since 2007.

The space's main feature is a steel built-in rain unit installation that has been reworked into a hanging unit for ready-to-wear display. The back wall panel is decorated with off-white ceramic rhombus-shaped tiles, a signature feature in Stella McCartney stores. At the back of the space, a small sculptural wall shelf is used to showcase shoes and bags. A dark grey wool rug covers the corner's floor space, while soft recessed lighting complete the intimate, personal and architectural atmosphere.

A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand's luxury ready-to-wear, accessories, fragrances, organic skin care range and lingerie are also available through its 16 flagship stores including Bruton Street in London, Paris, New York, Los Angeles, Tokyo, Hong Kong and around 600 wholesale accounts in key cities worldwide.