## SPRING SUMMER 2010

For Spring Summer 2010 the collection draws inspiration from vintage lingerie, which comes through the range in silhouette, specially developed embroidery and gold 'retro look' hardware.

The colour palette consists of pale and dusty pink, lavender with punctuations of ink blue and grey and sit alongside pretty florals and playful graphic prints, The collections includes every day styles; bras, briefs, camisoles and chemises in silk chiffon, silk, mesh and tulle.

New for Spring Summer 10 the popular Knickers of the Week have been reworked to create the Vintage Knickers of the Week which features a raised embroidered vintage monogram letter. Also, new for the season is a playful "Happy Birthday" embroidered cotton bikini brief, which makes the perfect birthday gift.

The collection features 15 different stories, named after girls in cheeky situations:

- Elodie Hoping: Lavender levers lace and fishnet contour and plunge underwire bra with silk edging. Matching fishnet biniki brief and thong with lace inset and frill tulle trim.
- Billie Twirling: Vintage inspired silk satin range using the right/wrong side of fabric to create a matt/shiny contrast. The French knicker and chemise feature scallop hem and pretty button detailing, giving an authentic vintage feel. Gold hardware features on the contour and underwire bra.
- Tilda Playing: Specially developed leopard flocked fabric in a stretch mesh with scallop elastic trim. Retro inspired pieces include a soft cup and underwire bra, bikini brief and short and bodysuit all featuring gold hardware.
- Rosie Plotting: Silk chiffon printed range featuring black and white feather print from the Stella McCartney ready to wear collection. Available in a contour and underwire bra with matching bikini brief and thong, with frilly lace elastic trim.
- Molly Humming: Embroidered vintage inspired underwire and strapless bra with bikini brief and thong in a delicate pale pink silk with tulle panelling. Also available in a matching chemise, camisole and French knicker.
- Cate Blossoming: Pale pink and lavender star printed silk chiffon contour and underwire bra with matching bikini brief and thong, with frilly lace elastic trim.
- Amber Chatting: Delicate levers lace combined with sheared tulle silk chiffon, in a underwire bra, contour bra and soft cup bra with matching bikini brief, short and thong. Available in black.
- Kate Beaming: Black silk chiffon range with ruching detail. The range includes a contour padded bra, bikini and thong. Also available in a pretty cami and matching short.

- Ines Sneaking: Pale pink lace and silk crepe d'chine contour bra, underwire bra with matching bikini brief or thong.
- Eva Scampering: Playful silk chiffon ladybug printed camisole and chemise with matching bikini brief. Exclusively designed for Valentines, with the ladybug spot changed to hearts to create a unique design.
- Jessie Skipping: Floral printed silk contour and underwire bra with self fabric frill edge, with matching bikini brief and thong. Available in pale pink or red.
- Aimee Teasing: Silk lace with silver lurex thread creating a pretty star burst pattern, available in a contour bra and underwire bra with matching bikini brief and thong that are decorated with two silk bows.
- Lauren Whistling: Vintage inspired delicate lace range with silk satin knotted straps and pleated silk georgette trim. Soft cup and underwire bra team with bikini brief or thong and pretty chemise. Available in black or light pink.
- Bee Spying: Wool mix leaver lace range teamed with stretch silk satin in a flower motif with racer back underwire bra, plunge back torselette and bikini brief, French knicker and chemise. Available in dark ink.
- Clara Whispering: Shiney silk satin with tonal silk lace edge in a padded contour, u/w or soft bra with matching bikini brief, thong, suspender and pretty cami or chemise. Available in grey, lavender, dark ink or pale pink.

The Spring Summer 2010 Stella McCartney lingerie collection is priced from 75 dollars for a soft cup bra, 85 dollars for a underwire bra, 150 dollars for the chemise, 135 dollars for bodysuits, 40 dollars for briefs and will be available in Stella McCartney boutiques from January 2010, and high-end department stores – such as Bergdorf Goodman, Barneys, Bloomingdales in the US, Harvey Nichols, Liberty and Selfridges in the UK, Le Bon Marche and Le Printemps (Paris Haussman and Lille) in France, La Rinascente in Italy, Quartier 206, Oberpollinger and Alsterhous in Germany, Lane Crawford in Hong Kong and China, Isetan in Japan as well as Bendon Stores in Australia and New Zealand.