

# STELLA MCCARTNEY

## AUTUMN WINTER 2010

For Autumn Winter 2010 the collection takes on a cleaner modern approach with a glamorous feel coming through in a rich vibrant colour palette and in the luxurious use of heavy lace teamed with fine chiffons and shiny satins trimmed with delicate lace.

A rich colour palette of purple, emerald, midnight blue and black sits alongside more muted tones of mushroom, nude and blush highlighted with punctuations of yellow. Playful prints include a star print and a vintage inspired flower print. The collections includes every day styles; bras, briefs, camisoles, playsuits and chemises in silk chiffon, silk, mesh and tulle.

New for Autumn Winter 10 the popular Knickers of the Week have been reworked to create the "Silly Knickers of the Week" which features a raised embroidered doodles for each day of the week. Also, new for the season is a playful "Souvenir Knickers" embroidered cotton bikini brief, featuring city scenes from LA, New York & London and Paris.

The collection features 13 different stories, named after girls in cheeky situations:

- **Vanessa Loving:** Black stretch lace teamed with silk. Range features new soft cup bandeau style bra with pretty twin strap detail. Matching underwire bra, bikini, French knicker and fitted chemise with ladderstitch detailing.
- **Sam Partying:** Specially developed scallop mushroom embroidered trim, in layers on a nude pink base. Contour bra and camisole with matching gathered style bikini. Features playsuit which is new to the collection.
- **Lulu Reading:** Stretch jacquard fabric developed with the Stella McCartney Monogram logo. Styles are edged with a fine tulle trim in either nude pink or back with contrast straps. New front fastening soft cup bra features along side moulded cup contour bra, underwire bra with matching bikini and thong.
- **Lavinia Hiding:** Mushroom leavers lace with specially developed scallop trim. Contour and bustier underwire bra feature contrast yellow strap which beautifully accents the mushroom. Also available, matching bikini, thong and silk chiffon chemise.
- **Colette Touching:** Silk range featuring Stella runway flower print in a reworked colour way of black and bronze finished with a black lace trim. Range includes contour bra, underwire bra with matching bikini, thong, camisole and chemise.
- **Lucy Sparkling:** Vintage inspired black sequin embroidery on mesh background. Underwire and contour bra with pretty bow detail on twin strap with matching bikini and thong. Camisole and chemise feature lace trim at hem.
- **Elodie Hoping:** Emerald green levers lace and fishnet contour and plunge underwire bra with silk edging. Matching fishnet bikini brief and thong with lace inset and frill tulle trim.

- **Billie Twirling:** Midnight blue 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.
- **Molly Humming:** Embroidered vintage inspired underwire and strapless bra with bikini brief and thong in black with tulle panelling. Also available in a matching chemise, camisole and French knicker.
- **Cate Blossoming:** Purple and nude star printed silk chiffon contour and underwire bra with matching bikini brief and thong, with frilly lace elastic trim.
- **Aimee Teasing:** Silk midnight 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.
- **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 black.
- **Eve Giggling:** 1940's inspired mesh range in purple or emerald green. Contour or underwire bra with intricate seaming details and straps bound in silk with matching bikini and thong.
- **Clara Whispering:** Shiny 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 mushroom with yellow contrast trim.

The Autumn Winter 2010 Stella McCartney lingerie collection is priced from \$100 for a soft cup bra/underwire bra, \$150 dollars for the chemise, \$195 for bodysuits, \$45 for briefs and will be available in Stella McCartney boutiques from August 2010, and high-end department stores – such as Bergdorf Goodman and Barneys in the US, Harvey Nichols, Liberty and Selfridges in the UK, Le Bon Marche and Le Printemps Haussman in France, La Rinascente in Italy, Quartier 206 and Galleries Lafayette in Germany, Lane Crawford in Hong Kong, Isetan in Japan as well as Bendon Stores in Australia and New Zealand.