



STELLA MCCARTNEY KIDS

STELLA MCCARTNEY KIDS LAUNCHES TODAY

London, November 3rd 2010. Stella McCartney launches her first kids' collection today with a capsule collection for Holiday 2010.

Stella McCartney Kids, reflecting the designer's signature modern aesthetic and ethical values, is launching with a primarily online distribution focus through www.stellamccartneykids.com. The fun and modern styles for boys and girls, aged newborn to 12 years, will be available to ship in up to 200 countries. To coincide with the launch, an iPhone application is available to download on iTunes today.

Stella McCartney comments: "I wanted this first collection to include basic pieces that are comfortable and that address a child's needs, without sacrificing the fun and carefree elements."

Each piece from the Stella McCartney Kids collection which also includes styles that have been adapted and shrunk from the main line; has been given a kid's first name. The Lara tee, an organic cotton two-tone baseball shirt with a stripe and floral print; a knitted reindeer intarsia cashmere jumper called Luis for boys, and Frida, a dress version. The range also includes unisex pieces like the Sam double-breasted pea coat with two chest and flap pockets in deep blue, the Lee military jacket with embroidery and epaulette details. Other highlights within the collection are playful pieces like the Andrea and the Stephane pyjamas featuring a glow in the dark bumblebee and sheriff uniform print respectively in 100% organic cotton. Additionally, a percentage of online sales of the Leo fox-print sweatshirt, also made of organic cotton, will benefit "Meat Free Monday."

The Stella McCartney Kids website will have interactive functions for both parents and kids, such as the 'playground section,' where kids can have fun and explore various features like downloading wallpapers that are a print from the collection or a drawing game. The "Stella's picks" section highlights the designer's personal favorites from the collection. Addressing the key wardrobe essentials in the best possible fabrics, prices for the collection range from £14 for a baby's t-shirt to £115 for a coat.

The Stella McCartney Kids iPhone application includes special features such as a mechanical drawing game and the ability to instantly shop and browse the designer's collections through the online store.

In addition to the online shopping service, the collection is also available in Stella McCartney stores in London, New York, Los Angeles, Paris, Milan, Tokyo, Hong Kong, Dubai, Qatar, Kuwait, Riyadh, Jeddah, Beirut and the soon to open location in Las Vegas. In March, a full range Spring-Summer collection will hit stores with an expanded retail distribution.

Click on <http://www.stellamccartneykids.com> today.



STELLA MCCARTNEY KIDS

About Stella McCartney

Stella McCartney launched her eponymous fashion label in 2001 in a joint venture with Gucci Group. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand's luxury women's ready-to-wear, accessories, lingerie, beauty and performance range with adidas are available through 13 freestanding stores including London, NY, Los Angeles, Tokyo, Hong Kong, Paris and Milan as well around 600 wholesale accounts in key cities worldwide.

PRESS CONTACT

Isabel San Agustin

Stella McCartney Kids Communications Manager

isabel.sanagustin@uk.stellamccartney.com