

STELLA MCCARTNEY

Stella McCartney launches new iPad application today

December 17, 2010. Stella McCartney announces the launch of a new iPad application featuring original content available for free download today on <http://itunes.apple.com> "Stella McCartney". The launch issue features a "what's news" section with highlights on the latest updates on the brand including a first look backstage at the recent Summer 2011 show in Paris and an exclusive performance by Pharrell Williams and N*E*R*D at the after party. Also included are editorial stories such as: "Stella's Diary" on the day of her Spring 2011 presentation in New York consisting of an animated collage of *Polaroid*¹ pictures by artist Jeremy Kost; the debut of "In the Park," a video directed by Alasdair McLellan with Dree Hemingway in the most iconic looks from the Winter collection. Interactive stories include an interview with the world's tennis number 1, Caroline Wozniacki, the face of the Adidas by Stella McCartney tennis collection and a fun and playful story on the recently launched Stella McCartney kids collection by Ryan McGinley. Additionally the app contains an article on artist Barry Reigate, whose drawings are also featured on the homepage of the newly redesigned Stella McCartney website, an indepth look on Land Art today, a medium that uses nature as inspiration, and an editorial on the current lingerie collection.

In celebration of the launch, Stella McCartney has designed a black faux leather with chain trim iPad case as part of the favorite Falabella accessory collection, which is available online and in Stella McCartney stores for \$395. The app is available worldwide in 19 countries. The next issue of the app will be available in Spring 2011.

US users click on: <http://itunes.apple.com/us/app/stella-mccartney/id405293998?mt=8>

UK users click on: <http://itunes.apple.com/gb/app/stella-mccartney/id405293998?mt=8>

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, Milan and the soon to open location in Las Vegas, as well around 600 wholesale accounts in key cities worldwide.

For more information: <http://www.stellamccartney.com>

¹ *Polaroid* is a trademark of PLR IP Holdings, LLC, used under license.