



STELLA MCCARTNEY KIDS

STELLA MCCARTNEY TO LAUNCH STELLA MCCARTNEY KIDS FIRST COLLECTION AVAILABLE ON NOVEMBER 3rd

London, September 14, 2010. Stella McCartney introduces a new product line with the launch of her first Stella McCartney Kids wear collection. Stella McCartney Kids will launch early November in time for the holiday season with a capsule collection that adheres to the designer's signature modern aesthetic and ethical values.

The distribution of the collection will primarily be focused online with the worldwide launch of www.stellamccartneykids.com - a dedicated website with express shipping to 200 countries. The new site contains playful features and unique shopping experiences such as a dedicated "playground section" inviting children and parents to interact with one another on the site.

In addition to the online shopping service, the collection will also be stocked at Stella McCartney stores in London, New York, Los Angeles, Paris, Milan, Tokyo, Hong Kong, Dubai, Qatar and Kuwait and will be available worldwide online and in stores.

Stella McCartney comments: "As a brand with many working parents in the team, I wanted to create a desirable, fun, wearable kids collection that was affordable. I feel like all the timeless children's wear is reserved for the expensive brands and that did not sit well with me, kids and parents, aunts, uncles, friends, should all be able to have access to Stella McCartney Kids clothes. We have tried to make that possible in this first collection, and hope it is enjoyed!"

Comprised of styles for both boys and girls in ages ranging from 0 to 12 years. The fun, modern and playful designs named after kids' first names include: the Ingrid floral print dress for girls, the Aldo quilted field jacket for boys, unisex for both: the Sam wool and cashmere blend pea coat and the Tammy natural rubber rain boots. The collection is made from the best possible fabrics chosen for both style and function; this includes organic cotton onesies, Stella McCartney's signature knickers of the week. Price point ranges from 19 euros for a baby's t-shirt to 150 euros for a coat.

Stella McCartney Kids will be available 4 seasons a year; Holiday in November, Spring-Summer in February, High Summer in May and Autumn/Winter in August. For the second season, the collection will be developed into a full range and will also expand in wholesale retail distribution in 2011.

Stella McCartney Kids will also be supported by a media campaign both in print and online; through social media activities in Facebook and Twitter; and the launch of an iPhone application. The advertising campaign was shot by Ryan McGinley, who has previously worked on various Stella McCartney projects and ad campaigns.

Readers are invited to preview www.stellamccartneykids.com today and register to receive additional information of the launch.



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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.

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