

# Iconics

**STANLEY/STELLA**



## Our biggest shake-up yet

—

As game changers, we're constantly looking for ways to reinvent fashion for a better world – making sure our garments are the best they can be, whilst evolving with your needs.

Our new iconics range signals one of our biggest shake-ups yet. It's the result of two years of in-depth research and development based on thousands of tests, discussions with our customers, retail trends across key global cities, and innovation in the apparel decoration industry.

This uplifted range is a testament to our relentless quest for quality, and the love we pour into the development of our garments.

For you, we reset the standards.



## Introducing our

### Iconics 2.0

---

- Modernised fits
- Natural & fresh handfeel
- Exceptionally vibrant and deep colours
- Elevated attention to detail
- All iconics sweatshirts are 100% organic cotton

### Iconics Mid-Light

---

- Premium quality for everyone
- Lighter-weight fabrics
- Vibrant shades and core colours
- Timeless fits for every occasion





# Our Iconics 2.0 →

Our relentless quest for quality led us to reset the standards of our iconics. After two years of in-depth research and development we're proud to reveal our uplifted iconics.

- Modernised look & feel
- Handfeel full of character
- 100% organic cotton fabric
- Elevated attention to detail
- Perfected decoration results
- Exceptionally vibrant and deep colours
- Fabric and colour alignment across styles
- Mini Iconics 2.0 in line with Iconics 2.0

Discover our  
Iconics 2.0





## Description

Set-in sleeve  
1x1 rib at neck collar  
Inside back neck tape in self fabric  
Twin needle topstitch at sleeve cuff and hem

## Key upgrades New

Rib slightly wider on collar  
Sleeve length: + 2.5cm  
Sleeve cuff slightly wider  
Half chest: + 1.5cm  
Body length: + 1cm

## Fabric & Composition

Single jersey,  
100% cotton - organic ring spun combed

## Total Look

Crewneck → Changer 2.0	.16
Hoodie → Cruiser 2.0	.20
Bottoms → Mover 2.0	.28

## Family Look

Women → Stella Muser	.12
Kids → Mini Creator 2.0 *	
Babies → Baby Creator *	

\* Discover these products on our website or lookbook



New style Iconic

# Creator 2.0 STTU169

The iconic unisex t-shirt

Medium fit

XXS - 5XL\*

180 GSM





Jade is 175 cm wearing  
Creator 2.0 in Eco-Heather, size XS

Shanon is 180 cm wearing  
Creator 2.0 in Eco-Heather, size M

New style Iconic

# Creator 2.0 STTU169

The iconic unisex t-shirt

Medium fit

XXS - 5XL\*

180 GSM



## Whites

- White C001
- Off White C018
- Vintage White C504
- Natural Raw C054

## Colours

- Black C002
- India Ink Grey C715
- Anthracite C253
- Khaki C223
- New** Green Bay C144
- Glazed Green C036
- Stargazer C702
- Aloe C089
- Worker Blue C088
- New** Purple Love C115
- Lavender C063
- New** Blue Soul C149
- New** Aqua Blue C145
- Bright Blue C053
- French Navy C727
- Red Brown C116
- Burgundy C244
- Red C004
- New** Bubble Pink C129
- Cotton Pink C005
- Fraiche Peche C101
- New** Fiesta C143
- New** Nispero C142
- Spectra Yellow C204
- Ochre C048
- New** Latte C112
- Desert Dust C028

## Essential heathers

- Dark Heather Grey C651
- Mid Heather Grey C650
- Heather Grey C250
- New** Cool Heather Grey C146
- Dark Heather Blue C652

## Special heathers

- New** Eco-Heather C147

\*4XL and 5XL available in selected colours. Please check our website for availability



### Description

Set-in sleeve  
1x1 rib at neck collar  
Inside back neck tape in self fabric  
Narrow twin needle topstitch at sleeve cuff and hem

### Fabric & Composition

Single jersey,  
100% cotton - organic ring spun combed

### Total Look

Crewneck → Changer 2.0	.16
Hoodie → Cruiser 2.0	.20
Bottoms → Mover 2.0	.28

### Family Look

Unisex → Creator 2.0	.8
Kids → Mini Creator 2.0 *	
Babies → Baby Creator *	

### You Might Like

Women T-shirt → Stella Serena	.37
Women T-shirt → Stella Isla *	
Women T-shirt → Stella Nova *	

\* Discover these products on our website or lookbook



New style    Iconic

# Stella Muser

STTW172

The iconic women's t-shirt

Medium fit

XS - XXL

180 GSM







Kenia is 171 cm wearing Stella Muser in Natural Raw, size M

New style Iconic

# Stella Muser STTW172



The iconic women's t-shirt

Medium fit

XS - XXL

180 GSM

## Whites

- White C001
- Off White C018
- Natural Raw C054

## Colours

- Black C002
- Anthracite C253
- Khaki C223
- New** Green Bay C144
- Stargazer C702
- New** Purple Love C115
- Lavender C063
- French Navy C727
- Worker Blue C088
- New** Blue Soul C149
- New** Aqua Blue C145
- Burgundy C244
- Red C004
- New** Bubble Pink C129
- Cotton Pink C005
- New** Fiesta C143
- Fraiche Pêche C101
- New** Nispero C142

## Essential heathers

- Heather Grey C250
- New** Cool Heather Grey C146

## Special heathers

- New** Eco-Heather C147



### Description

1x1 rib at neck collar, sleeve cuff and bottom hem  
Inside back  
Self fabric Half moon at back neck  
Single needle topstitch at neck collar  
2 needle topstitch centred on seam at hem, cuff and armhole

### Key upgrades New

Deeper rib at collar  
Dropped shoulder  
Half chest: + 6cm  
Body length: + 1cm  
Deeper rib at hem and cuff

### Fabric & Composition

Brushed sweatshirt,  
100% cotton - organic ring spun combed

### Total Look

T-shirt → Creator 2.0 .8  
Bottoms → Mover 2.0 .28

### You Might Like

Hoodie → Cruiser 2.0 .20  
Zip-thru hoodie → Cultivator 2.0 .24

### Family Look

Kids → Mini Changer 2.0 \*  
Babies → Baby Changer \*

\* Discover these products on  
our website or lookbook



New style Iconic

# Changer 2.0

STSU178

The iconic unisex crew neck sweatshirt

Medium fit

XXS - 5XL\*

350 GSM





Shanon is 180 cm wearing Changer 2.0 in Green Bay, size M



New style Iconic

# Changer 2.0 STSU178

The iconic unisex crew neck sweatshirt

Medium fit

XXS - 5XL\*

350 GSM

## Whites

- White C001
- Off White C018
- Natural Raw C054

## Colours

- Black C002
- India Ink Grey C715
- Anthracite C253
- New** Nispero C142
- Ochre C048
- New** Latte C112
- Desert Dust C028
- Khaki C223
- New** Green Bay C144
- Glazed Green C036
- Stargazer C702
- Aloe C089
- Worker Blue C088
- Lavender C063
- New** Blue Soul C149
- New** Aqua Blue C145
- Bright Blue C053
- French Navy C727
- New** Red Brown C116
- Burgundy C244
- Red C004
- New** Bubble Pink C129
- Cotton Pink C005
- Fraiche Peche C101
- New** Fiesta C143

## Essential heathers

- Dark Heather Grey C651
- Heather Grey C250
- New** Cool Heather Grey C146

## Special heathers

- New** Eco-Heather C147

\*4XL and 5XL available in selected colours. Please check our website for availability



## Description

Double self fabric lined hood  
Drawcords with closed end metal tipping and metal eyelets  
Self fabric half moon at back neck  
1x1 rib at sleeve hem and bottom hem

## Key upgrades New

Dropped shoulder  
Half chest: + 5cm  
New drawcords with closed tipping  
Body length: + 1cm  
Deeper rib at hem and cuff

## Fabric & Composition

Brushed sweatshirt,  
100% cotton - organic ring spun combed

## Total Look

T-shirt → Creator 2.0 .8  
Bottoms → Mover 2.0 .28

## You Might Like

Crewneck → Changer 2.0 .16  
Zip-thru hoodie → Cultivator 2.0 .24

## Family Look

Kids → Mini Cruiser \*  
Babies → Baby Cruiser \*

\* Discover these products on our website or lookbook



New style Iconic

# Cruiser 2.0

STSU177

The iconic unisex hoodie sweatshirt

Medium fit

XXS - 5XL\*

350 GSM





Camille is 178 cm wearing Cruiser 2.0 in Cool Heather Grey, size M

New style Iconic

# Cruiser 2.0 STSU177

The iconic unisex hoodie sweatshirt

Medium fit

XXS - 5XL\*

350 GSM



## Whites

- White C001
- Off White C018
- Natural Raw C054

## Colours

- Black C002
- India Ink Grey C715
- Anthracite C253
- New** Nispero C142
- Ochre C048
- New** Latte C112
- Desert Dust C028
- Khaki C223
- New** Green Bay C144
- Glazed Green C036
- Stargazer C702
- Aloe C089
- Worker Blue C088
- New** Purple Love C115
- Lavender C063
- New** Blue Soul C149
- New** Aqua Blue C145
- Bright Blue C053
- French Navy C727
- New** Red Brown C116
- Burgundy C244
- Red C004
- New** Bubble Pink C129
- Cotton Pink C005
- Fraiche Peche C101
- New** Fiesta C143

## Essential heathers

- Dark Heather Grey C651
- Mid Heather Grey C650
- Heather Grey C250
- New** Cool Heather Grey C146

## Special heathers

- New** Eco-Heather C147

\*4XL and 5XL available in selected colours. Please check our website for availability



### Description

Double self fabric lined hood  
Drawcords with closed end metal tipping and metal eyelets  
Self fabric half moon at back neck  
1x1 rib at sleeve hem and bottom hem

### Key upgrades New

Dropped shoulder  
Half chest: + 5cm  
New drawcords with closed tipping  
Body length: + 1cm  
Deeper rib at hem and cuff

### Fabric & Composition

Brushed sweatshirt,  
100% cotton - organic ring spun combed

### Total Look

T-shirt → Creator 2.0 .8  
Bottoms → Mover 2.0 .28

### You Might Like

Sweatshirt → Changer 2.0 .16  
Hoodie → Cruiser 2.0 .20

### Family Look

Kids → Mini Cultivator 2.0 \*  
Babies → Baby Connector \*

\* Discover these products on our website or lookbook



New style Iconic

# Cultivator 2.0

STSU179

The iconic unisex zip-thru hoodie sweatshirt

Medium fit

XXS - 5XL\*

350 GSM





Virgile is 188 cm wearing Cultivator 2.0 in Nispero, size L

New style Iconic

# Cultivator 2.0 STSU179

The iconic unisex zip-thru sweatshirt

Medium fit

XXS - 5XL\*

350 GSM



## Whites

- White C001
- Natural Raw C054

## Colours

- Black C002
- Anthracite C253
- New** Nispero C142
- New** Latte C112
- Khaki C223
- New** Green Bay C144
- Glazed Green C036
- Stargazer C702
- Aloe C089
- Worker Blue C088
- New** Purple Love C115
- New** Blue Soul C149
- French Navy C727
- Burgundy C244
- Red C004
- Cotton Pink C005

## Essential heathers

- Dark Heather Grey C651
- Heather Grey C250
- New** Cool Heather Grey C146

\*4XL and 5XL available in selected colours. Please check our website for availability



### Description

Round drawcords in matching body colour  
Closed end metal tipping  
Buttonhole drawcord exit eyelets  
Pocket bags in self fabric and single jersey

### Key upgrades New

Waist: - 1cm  
New construction of waistband  
Thigh: + 2cm  
New drawcords with closed tipping  
Inseam front pocket  
Larger and deeper rib at hems

### Fabric & Composition

Single Jersey,  
100% Cotton - Organic ring spun combed

### Total Look

T-shirt → Creator 2.0	.8
Crewneck → Change 2.0	.16
Hoodie → Cruiser 2.0	.20

### Family Look

Kids → Mini Mover 2.0 \*  
Babies → Baby Tumbler \*

\* Discover these products on our website or lookbook

New style Iconic

# Mover 2.0

STBU185

The iconic unisex jogger pants

Medium fit

XXS - 3XL

350 GSM





Camille is 178 cm wearing  
Mover 2.0 in French Navy, size M

Kenia is 171 cm wearing  
Mover 2.0 in Latte, size S



New style Iconic

# Mover 2.0 STBU185

The iconic unisex jogger pants

Medium fit

XXS - 3XL

350 GSM

## Whites



Natural Raw  
C054

## Colours



Black  
C002



French Navy  
C727



Stargazer  
C702



Khaki  
C223



New  
Latte  
C112

## Essential heathers



Heather Grey  
C250



New  
Cool  
Heather Grey  
C146





# Our Iconics Mid-Light →

Our Iconics Mid-Light bring a new focus to lighter-weight fabrics. Finding iconic styles that are perfectly suited for mid-season, as well as warmer climates and specific purposes just became easier.

- Premium quality for everyone
- Timeless fits for every occasion
- A mix of vibrant shades and core colours for a wide range of purposes

Discover our  
Iconics Mid-Light





Camille is 178 cm wearing Crafter in Sky Blue, size L

Kenia is 171 cm wearing Crafter in Teal Monstera, size S



New style Iconic Mid-Light

# Crafter STTU170

The iconic mid-light unisex t-shirt

Medium fit

XXS - 5XL\*

155 GSM

## Description

Set-in sleeve  
1x1 rib at neck collar  
Inside back neck tape in self fabric  
Twin needle topstitch at sleeve cuff and hem

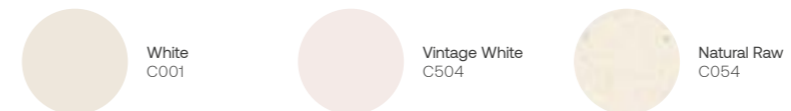
## Fabric & Composition

Single jersey,  
100% cotton - organic ring spun combed

## Extra Looks

Family look	Women → Stella Serena	.36
You might like	Hoodie → Drummer 2.0	.38
Total look	Bottoms → Trainer 2.0**	

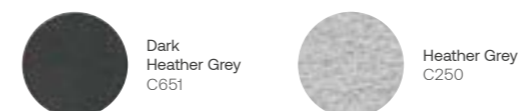
## Whites



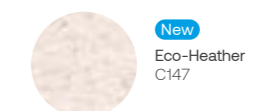
## Colours



## Essential heathers



## Special heathers



\*4XL and 5XL available in selected colours. Please check our website for availability - \*\* Discover these products on our website or lookbook





New style Iconic Mid-Light

# Stella Serena STTW173

The iconic mid-light women scoop neck t-shirt

Medium fit

XS - XXL

155 GSM

## Description

Set-in sleeve  
Self fabric inserted neck binding  
Inside back neck tape in self fabric  
Narrow twin needle topstitch at sleeve cuff and hem

## Fabric & Composition

Single jersey,  
100% cotton - organic ring spun combed

## Extra Looks

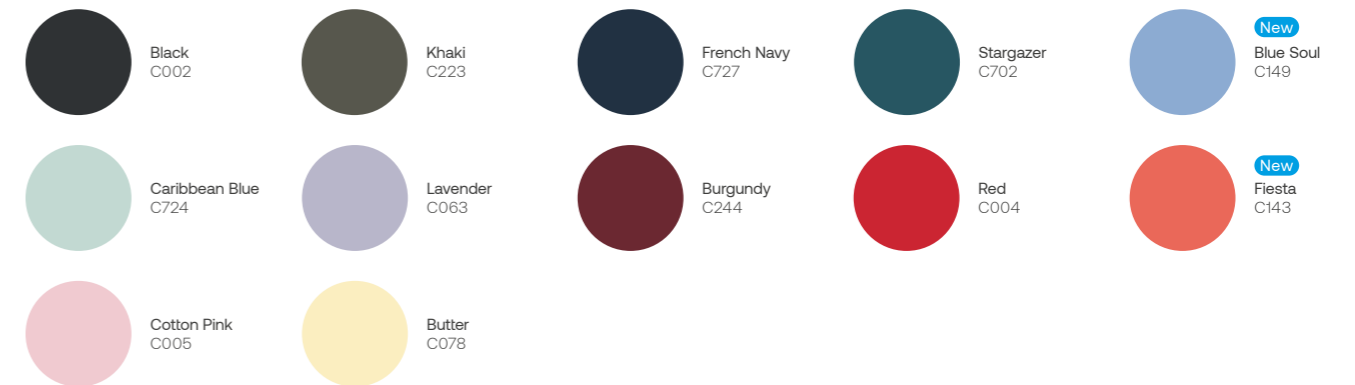
You might like T-shirt → Stella Isla \*\*  
You might like T-shirt → Stella Nova \*\*

You might like T-shirt → Stella Muser \*\*  
You might like T-shirt → Stella Ella \*\*

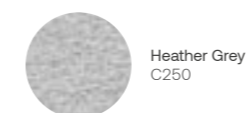
## Whites



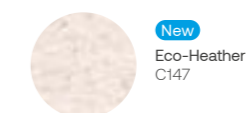
## Colours



## Essential heathers



## Special heathers



Jana is 175 cm wearing Stella Serena in Eco-Heather, size S



\*\* Discover these products on our website or lookbook



Camille is 178 cm wearing Drummer 2.0 in British Khaki, size L

Kenia is 171 cm wearing Drummer 2.0 in Vintage White, size M



Made with 85% organic cotton  
Certified by Control Union  
CU 88434



New style Iconic Mid-Light

# Drummer 2.0 STSU168

The iconic mid-light unisex hoodie sweatshirt

Medium fit

XXS - 5XL\*

280 GSM

## Description

Self fabric lined hood  
Flat drawcords with stitched buttonhole eyelets  
Self fabric half moon at back neck  
1x1 rib at sleeve hem and bottom hem  
Flatlock topstitch on all seams

## Fabric & Composition

Brushed sweatshirt,  
85% cotton - organic ring spun combed  
15% polyester - recycled

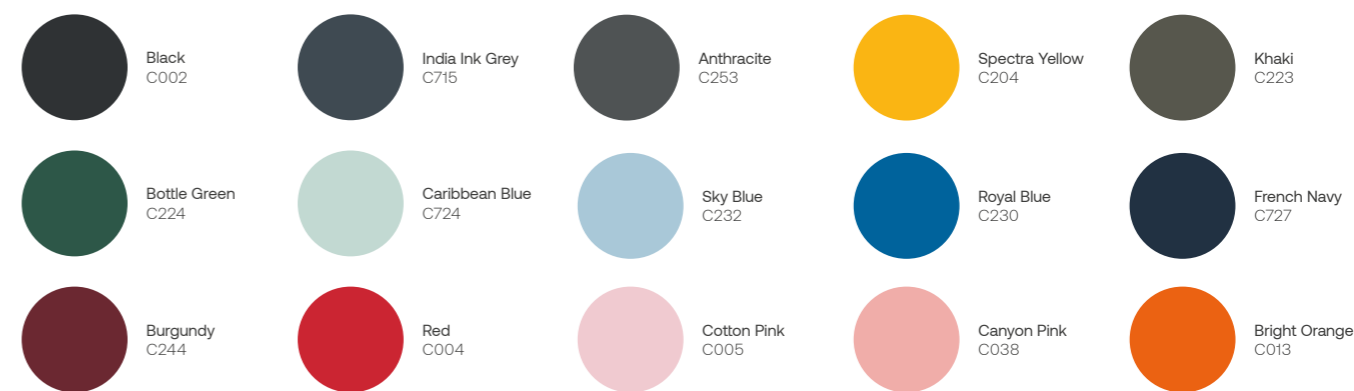
## Extra Looks

Total look Unisex → Crafter .34  
You might like Crewneck → Roller \*\*

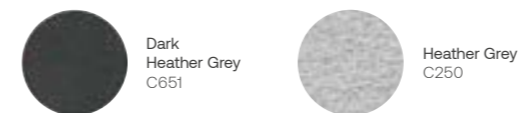
## Whites



## Colours



## Essential heathers



\*4XL and 5XL available in selected colours. Please check our website for availability - \*\* Discover these products on our website or lookbook

We believe that the textile and garment industry can act in a responsible way and care about people, the planet, and society. We don't need to tell you more about the reasons why we're fully committed to sourcing organic cotton, reducing our carbon footprint or urging our suppliers to pay a living wage to their workers because we believe these points are important to you too.

We thank you for joining us on our journey, and for sharing your support, enthusiasm and ideas. If you'd like to find out more about our path to sustainability or get involved:

### Please contact us:

---

 [stanleystella.com](https://stanleystella.com)

 [@wearestanleystella](https://www.instagram.com/wearestanleystella)

---



Printed with vegetal-based inks on 100% recycled paper.



Iconic

Core / Top 5 Colours

Blues

Purples

Greens

Pinks

Reds

Oranges & Yellows

Browns

Neutrals

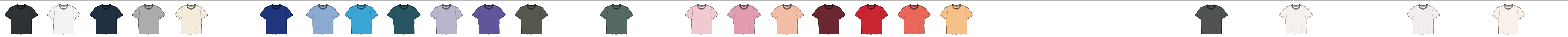
Heathers



Creator 2.0  
STTU169



Stella Muser  
STTW172



Changer 2.0  
STSU178



Cruiser 2.0  
STSU177



Cultivator 2.0  
STSU179



Mover 2.0  
STBU185



Iconic Mid-Light

Core / Top 5 Colours

Blues

Purples

Greens

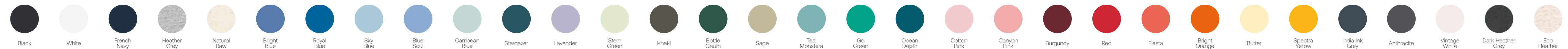
Pinks

Reds

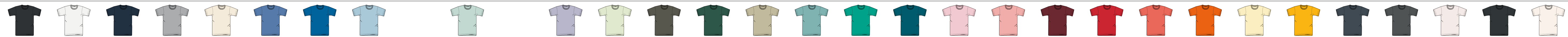
Oranges & Yellows

Neutrals

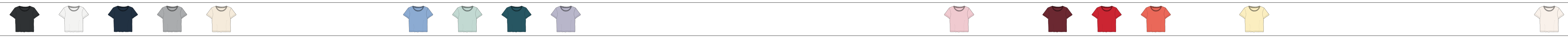
Heathers



Crafter  
STTU170



Stella Serena  
STTW173



Roller  
STSU868



Drummer 2.0  
STSU168



