

STELLA MCCARTNEY DEBUTS CHILDREN'S COLLECTION IN COLLABORATION WITH GAPKIDS AND BABYGAP

Launching on 2nd November 2009, Stella McCartney creates a collection for boys and girls from 0-6 months to 12 years. The collection features her signature touches – a soft colour palette, familiar silhouettes and her unique mix of unexpected pieces, creating looks that stay true to Stella's unique vision, reinterpreted with GapKids' playful, child-like charm, keeping fun and practicality at the forefront of the design intent.

For girls, key pieces including an intarsia leopard print knit, cable knit sweater dressing and velvet blazer, reference iconic Stella McCartney designs that are sure to delight little girls the world over, as will her classic flare and skinny jeans. In her recognizable colour palette of neutral, blush and berry tones, a girlish tulle tutu or ruffle front smock dress are paired with an oversized grey hoodie sweater or chunky cardigan coat and colourful hi-top sneakers, to create a playful take on Stella's style mixed with a nostalgic idea of playing dress up. Hero pieces like the military inspired embroidered Miller jacket celebrate the charm of childhood dressing, worn with a classic indigo flare or skinny jean. A girlish "I Love You" print takes inspiration from a favourite childhood dress and becomes the lining in a classic trench.

Fun and functional, Stella's designs for Gap boys mix monster and superhero graphic tees with practical pieces like a navy wool peacoat with nylon concealed hood or a quilted chambray jacket finished with the softest "love-worn" vintage feeling. The utility of a classic epaulette Trench, or yellow hooded fisherman's mac, reflect the rough and ready spirit of the collection. Organic jeans, anoraks made from recycled fabrics, simple baseball tees and classic mandarin collar shirts form the foundations of a boy's wardrobe. The play continues with boy's sketching sneakers complete with multicolour pens.

In heather grey, sky and misty rose hues, Stella McCartney creates a range of organic cotton and cashmere/silk mix styles in simple, indispensable shapes for babyGap, from envelope neck onesies to a sweater bearing the season's leopard design.

"We're thrilled to have the opportunity to build on successful past collaborations with a world class design talent like Stella," said Marka Hansen, President Gap North America. "I'm looking forward to offering our GapKids and babyGap customers her unique interpretation of Gap's casual American aesthetic. Her experience as a parent and designer are sure to delight both kids and parents alike."

Stella McCartney comments, "For years now I've wanted to create a collection for kids. It's really exciting for us to do a boys and girls collection with Gap for the first time. I think it has a mix of the playful and practical. I tried to create a whole kids wardrobe. There are pieces that are classic and sort of timeless and hopefully very chic, mixed with more playful and a little bit cooler pieces. It's a reflection of our brand and a great way to experience it."