

Lookbook AW23

stanley/stella

Made Differently

Responsible game changers. Quality seekers. Stanley/Stella is a community of passionate individuals, driven by a common desire to reinvent fashion for a better world. Since our conception in 2012, we have made it our mission to produce impeccable garments, while building a transparent and sustainable fashion ecosystem.

Our thoughtful approach is reflected in the premium quality of our garments. We believe in the power of simplicity and aim to create refined pieces that we are proud to sell and wear. Each item in our collection allows the wearer to express their style, while never compromising their values and beliefs.

We also believe that there is strength in numbers, which is why we work exclusively with those who share our values. Together with our suppliers, partners, employees and customers, we form a community of like-minded individuals, driven by desire for innovation and change. Together, we are making this change happen, one ethically crafted garment at a time.



Innovation

Stanley/Stella is driven by innovation and our entrepreneurial spirit. We believe choosing the right partners empowers innovation. We are always experimenting to improve our products, our digital services, and our entire supply chain.

Excellence

For you, as for us, every detail counts. We make no compromise when it comes to reaching for excellence. In every aspect of our business, we aim to surpass our own results. Our collections and actions should always raise the standards and change the perception of the textile industry.

People

Everything at Stanley/Stella is about people. It is our essence. From our suppliers and dealers to our employees and customers, we ensure everyone feels listened to and is treated with respect and dignity. We actively strive to create an ecosystem that feels positive and empowered.

Sustainability












Sustainability is at the core of our business culture. We are committed to continuously improving how we create and operate, from the cotton field to the collection, to how we manage our waste. We always act with transparency for people, our planet, and for society.

Table of contents

About

Made Differently	2
Stanley/Stella manifesto	4
Sustainability	7
Live differently	10
Decoration	17
AW23 palette	21
AW23 Collection	22

AW23 Collection

Outerwear	  	Drummer 2.0		13	Dry Range	      
Softshell					Freestyler	39
Stanley Navigator					Jammer Dry	40
Stella Navigator					Full Dry Range	42
Stanley Discoverer						
Stella Discoverer						
Outerwear Collection						

Advocating for positive change

The textile and garment industry is among the least sustainable industries worldwide. Placing focus on sustainability is no longer an option, it's a must. At Stanley/Stella, sustainability has been part of our core values since day one, and is fully integrated in our business culture. We believe that a fairer and more sustainable fashion industry is possible and that it's our shared responsibility to continuously improve how we create and operate.

From the cotton field to our collection, to how we manage our waste, our objective is always to act with transparency for people, the planet, and society. We have dedicated sustainability teams both in our Brussels headquarters and close to our suppliers in Asia, and our commitments are embodied in the Stanley/Stella Charter, which we launched in 2022. These commitments are further reinforced through actions across our supply chain and are supported by various certifications and memberships.



Read our Sustainability Report and join us on our journey. Together we can go further!

www.stanleystella.com/sustainability

Choosing our materials consciously

Fibre selection defines both a product's quality and its environmental footprint. Since day one, we have been committed to responsible and sustainable sourcing of our raw materials: GOTS certified organic cotton, GRS certified recycled polyester, GRS certified recycled nylon, and GRS certified recycled cotton.*

Organic cotton

We exclusively use GOTS certified organic cotton. This cotton is grown from seeds that have not been genetically modified (non-GMO) and is cultivated without the use of chemical pesticides and fertilisers.



93% of our range

Recycled polyester

Since 2018, we have been using only recycled polyester made from post-consumer PET bottles. It takes between 38 to 80 plastic bottles of 550ml to produce our jackets, depending on the style.



7% of our range

Recycled cotton

Our accessories and Recycled Range are paving the way for more circular production at Stanley/Stella. These products are made from a blend of recycled organic cotton taken from cutting waste, and undyed virgin organic cotton or recycled polyester.



< 1% of our range

*All of our products are also OEKO-TEX® certified, confirming that they are free of harmful chemical substances. workers and those close to our HQ.

Reducing our carbon footprint

Did you know that the carbon footprint of our iconic t-shirts is about three times lower than the carbon footprint of a conventional cotton t-shirt?**

In 2023, we are setting up a decarbonisation strategy to go even further, using our 2022 carbon footprint as a baseline.



Caring about people

Fair and safe working conditions, as well as giving back to local communities, are at the heart of our operations and organisation.

Fair Wear Leader status

Showing best practices in complex areas such as good working conditions and freedom of association.



11 partner factories sharing our values and vision

Our local teams visit our partner factories every day, reinforcing our strong, collaborative relationships.



Giving back to local communities

We drive impactful projects for the communities of cotton farmers, factory workers and those close to our HQ.



**Estimation based on internal data and external sources (The Conversation, 2022; One Less, 2021; ADEME, 2018)

AW/23 Collection



Live differently

Learning from the past, living in the present, shaping the future. AW23 celebrates the power of everyday choices in creating a kinder, more equitable and more sustainable world.

With an exciting new softshell range, extensions to our Dry Range, and our upgraded Drummer 2.0. hoodie, it's a collection that encourages us to look beyond the status quo and seek new perspectives, new opportunities, and new solutions.

#stanleystella



Why Rotterdam?

When it comes to living differently, Rotterdam is ahead of the game. Once a gritty port city with declining industry, Rotterdam is redefining its future with bold, playful, and innovative solutions to some of today's biggest challenges. From circular economy initiatives and minimal housing, to climate-proofing and smart businesses built around water, this is a city that loves to play with new ideas to secure a better future for our planet and its people.





Choose consciously

From what we buy and what we eat, to how we dispose of our waste and how we travel, our choices tell the story of the future we want to be part of. Choosing Stanley/Stella means contributing to a kinder, more equitable, and more sustainable fashion industry, and a better world.



Designed for decoration

From the initial sketches to the final sewing, every Stanley/Stella garment is crafted with decoration in mind. Our thoughtful design, careful choice of raw materials and dyes, and superior garment finishing ensure we can offer the best blank apparel on the market. Plus, our dedicated team is always on hand to help you achieve outstanding results, every time.

Less is more. Fine cotton flower embroidery to embellish your favourite garment.



Help protect the planet with eco-friendly ink. This Cooper Dry hoodie in Aloe is screen printed using high mesh count screens with Cradle to Cradle ink.



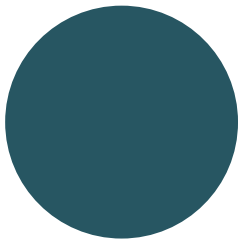


Direct to Film (DTF) printing lets you get as creative as you want to be, like on these Cooper Dry hoodies.

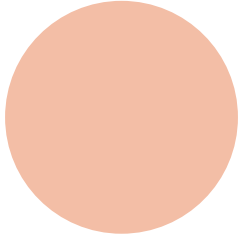
Sustainable water-based screen transfer delivers excellent decoration results when printing your favourite slogans.



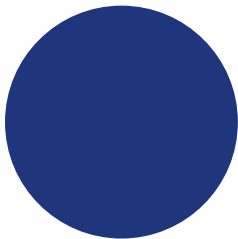
Discover the AW23 colours, a perfect fusion of captivating neutrals and vibrant trendy shades. A palette your customers will love, perfectly complementing your designs.



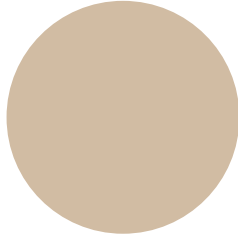
Stargazer
C702



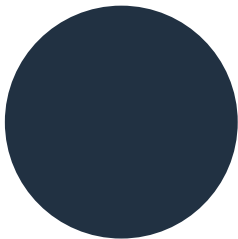
Fraiche Peche
C101



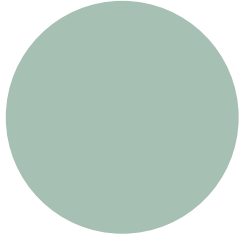
Worker Blue
C088



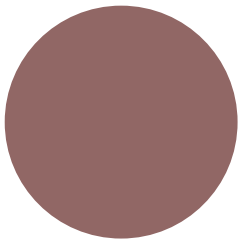
Desert Dust
C028



French Navy
C727



Aloe
C089



Kaffa Coffee
C085

AW23 Collection



Outerwear

Seize control of your outdoor adventures with Stanley/Stella Outerwear. Discover the game-changing softshell innovation that combines quality and performance.



Drummer 2.0

Explore the exciting upgrades in our Drummer 2.0 and experience the style transformation with new premium detailing.



Dry Range

Level up your style with the Dry Range line extension, featuring the highly anticipated addition of more best-selling colours on the Freestyler and the all-new jogger pants.



Live differently Outerwear

Play with new ideas

In an age of acceptance, we're free to be who we want to be, wherever we are. Versatile, multifunctional garments in one of the broadest colour palettes on the market bring the ultimate freedom of expression.

Softshell

Experience premium quality: Fabric and performance

Being outdoors makes us feel more alive. It reminds us of both the strength and fragility of nature. By observing more closely, we appreciate and respect more deeply. With the right layers and outerwear we adapt ourselves to the weather, rather than adapt our plans.

Introducing our new Discoverer and Navigator softshell jackets. Modern and gender fitted, maximum comfort, sustainable and made to be decorated.

Designed to decorated

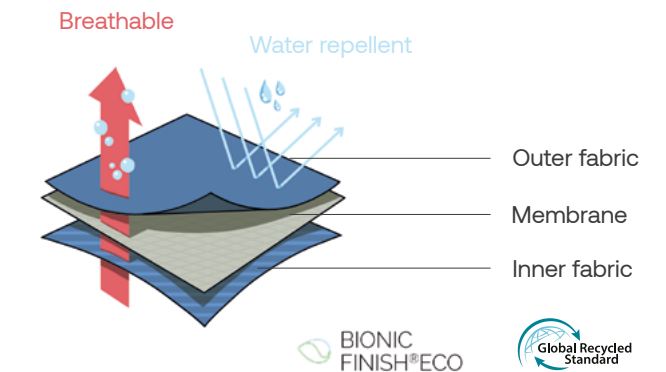
Their minimalist design provides the perfect canvas for impactful decoration, including techniques like heat press, screen print, embroidery, and stitched patches. Our softshells have successfully passed a dye migration test.

Fit

Their modern and gender fitted design ensures freedom of movement, whether you are biking, walking or running.

Fabric

Made from three layers of GRS certified recycled polyester, their stretchy, water-repellent fabric ensures weatherproof comfort and breathability. Fabric waterproof up to 10,000 mm and breathability up to 3,000 g/m².





Mehdi is 188 cm tall and wears size M Stella Navigator in Black

New style

Stanley Navigator STJM167

The non-hooded men's softshell

Medium fit	S - 5XL*	342 GSM
------------	----------	---------

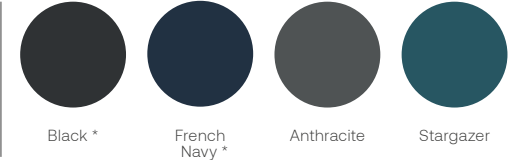
Description

- High collar with set-in sleeve
- Bottom hem with adjustable plastic stopper and elastic cord
- Reverse nylon zip at centre front
- Zipped outside welt pockets with reflective elastic puller
- Fully bonded inside fleece layer
- Side panels and stretch for better shape
- Adjustable velcro sleeve opening
- Inside seams finished with recycled binding
- Water repellent, breathable and windproof

Composition

Balanced Plain Weave
6% Elastane 94% Recycled Polyester
Fluorine-free DWR

Colours



*4XL and 5XL available in Black and French Navy.

New style

Stella Navigator STJW166

The non-hooded women's softshell

Medium fit	XS - 2XL	342 GSM
------------	----------	---------

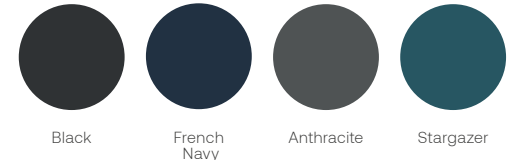
Description

- High collar with set-in sleeve
- Bottom hem with adjustable plastic stopper and elastic cord
- Reverse nylon zip at centre front
- Zipped outside welt pockets with reflective elastic puller
- Fully bonded inside fleece layer
- Side panels and stretch for better shape
- Adjustable velcro sleeve opening
- Inside seams finished with recycled binding
- Water repellent, breathable and windproof

Composition

Balanced plain weave
6% elastane, 94% recycled polyester
Fluorine-free DWR

Colours



Jade is 175 cm tall and wears size S Stella Navigator in Stargazer





Benjamin is 183 cm tall and wears size M
Stella Discoverer in French Navy

New style

Stanley Discoverer STJM158

The hooded men's softshell

Medium fit S - 5XL* 342 GSM

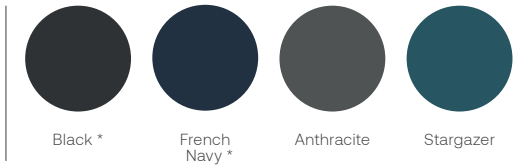
Description

- Set-in sleeve
- High collar and panelled hood
- Hood opening and bottom hem with adjustable plastic stopper and elastic cord
- Reverse nylon zip at centre front
- Zipped welt pockets with reflective elastic puller
- Fully bonded fleece inside layer
- Side panels and stretch for better shape
- Adjustable velcro sleeve opening
- Inside seams finished with recycled binding
- Water repellent, breathable and windproof

Composition

Balanced plain weave
6% elastane, 94% recycled polyester
Fluorine-free DWR

Colours



*4XL and 5XL available in Black and French Navy.

New style

Stella Discoverer STJW159

The hooded men's softshell

Medium fit XS - 2XL 342 GSM

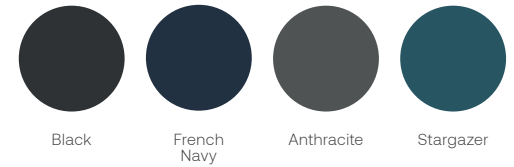
Description

- Set-in sleeve
- High collar and panelled hood
- Hood opening and bottom hem with adjustable plastic stopper and elastic cord
- Reverse nylon zip at centre front
- Zipped welt pockets with reflective elastic puller
- Fully bonded fleece inside layer
- Side panels and stretch for better shape
- Adjustable velcro sleeve opening
- Inside seams finished with recycled binding
- Water repellent, breathable and windproof

Composition

Balanced plain weave
6% elastane, 94% recycled polyester
Fluorine-free DWR

Colours



Maimouna is 173 cm tall and wears size S
Stella Discoverer in Anthracite



Outerwear Collection

Women

Padded jackets



STELLA CLIMBER STJW838
Medium fit
XS - XXL
8 colours



STELLA VOYAGER STJW839
Medium fit
XS - XXL
8 colours



STELLA CLIMBER WOOL LIKE STJW899
Medium fit
XS - XXL
1 colour



STELLA VOYAGER WOOL LIKE STJW897
Medium fit
XS - XXL
1 colour

Men

Padded jackets



STANLEY CLIMBER STJM836
Medium fit
S - 3XL
8 colours



STANLEY VOYAGER STJM837
Medium fit
S - 3XL
8 colours



STANLEY CLIMBER WOOL LIKE STJM898
Medium fit
S - 3XL
1 colour



STANLEY VOYAGER WOOL LIKE STJM889
Medium fit
S - 3XL
1 colour

Unisex

Lightweight jackets



COMMUTER STJU846 *
Medium fit
XXS - 5XL
10 colours



COACHER STJU833
Medium fit
XXS - 3XL
4 colours



SPEEDER STJU834
Medium fit
XXS - 3XL
8 colours



RIVER STJU845
Medium fit
XXS - 3XL
4 colours

Padded jackets



TRACKER STJU849
Medium fit
XXS - 3XL
3 colours



PUFFER STJU840
Oversized
XXS - 3XL
5 colours



BOMBER STJU844
Medium fit
XXS - 3XL
3 colours



PADDED PARKER STJU841
Medium fit
XXS - 3XL
3 colours

Bottoms



TRACKER TROUSERS STBU876
Medium fit
XXS - 3XL
3 colours



CYCLER STBU847
Medium fit
XXS - 3XL
3 colours

*4XL and 5XL only available in Black.



Drummer 2.0

By popular demand, we've given our Drummer hoodie a style upgrade with new premium detailing. Featuring the same great fit and fabric, the Drummer 2.0 has a self-lined hood for more body and structure, and flat drawcords for a more finished look. An exciting upgrade to our wide hoodie assortment!

- New premium detailing
- Inclusive unisex design
- 85% organic cotton, 15% recycled polyester
- Size range up to 5XL in 10 colours



Model Name - ### cm - XX
Drummer 2.0 in White
Model Name - ### cm - XX
Drummer 2.0 in Khaki

New style

Drummer 2.0 STSU168

The upgraded Drummer unisex hoodie sweatshirt

Medium fit XXS-5XL* 280 GSM

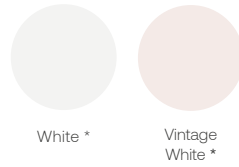
Description

- Set-in sleeve
- Self fabric lined hood
- Flat drawcords in matching body colour
- Stitched buttonhole eyelets
- Inside herringbone back neck tape
- Self fabric half moon at back neck
- 1x1 rib at sleeve hem and bottom hem
- Flatlock topstitch on all seams
- Kangaroo pocket with flatlock topstitch

Composition

Brushed
85% organic ring spun cotton
15% recycled polyester

Whites



Colours



Essential heathers



5XL available in selected colours.





Live differently Dry Range

Reimagine spaces

As lines blur between our homes, recreational spaces, and our working environment, we reimagine those spaces to meet our evolving needs. AW23 brings exciting styles that integrate seamlessly in new ways of working, connecting, and being.

Act collectively

By listening to each other, understanding different perspectives, and working together, we can bring about more positive change than we can achieve alone. When we feel part of a community, anything is possible.



Margot is 176 cm tall and wears size XS
Freestyler in Desert Dust



Freestyler STTU788

The unisex dry handfeel t-shirt

Relaxed fit XXS - 3XL 240 GSM

Description

Key piece in the Dry Range
3 additional best-selling colours to align with the rest of the Dry Range offer
15 colours available in total

Composition

100% organic open-end cotton
Single jersey
Dry handfeel

Whites



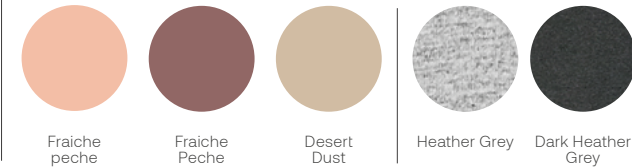
White Natural Raw

Colours



Black French Navy Burgundy Glazed Green Aloe Stargazer Worker Blue

Essential heathers



Fraiche peche Fraiche Peche Desert Dust Heather Grey Dark Heather Grey



New style

Jammer Dry STBU157

The unisex dry handfeel jogger pants

Relaxed fit XXS - 3XL 400 GSM

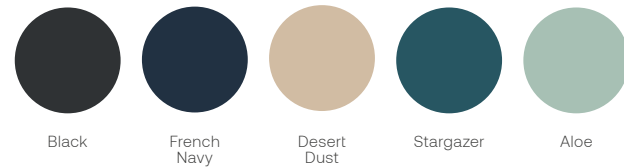
Description

Flat drawcords in matching body colour inside
Embroidered eyelets
Perfect match with the Dry sweatshirts: Cooper Dry, Ledger Dry, Miller Dry

Composition

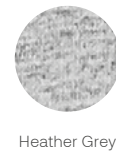
100% organic carded cotton
French terry
Dry handfeel

Colours



Black French Navy Desert Dust Stargazer Aloe

Essential heathers


































Heather Grey



Maimouna is 173 cm tall and wears size XS
Jammer Dry in Black



Discover the full Dry Range

Basics					Non-seasonal colours			AW23 colours							
<div><div>●</div>Black</div> <div><div>●</div>White</div> <div><div>●</div>Natural Raw</div> <div><div>●</div>Heather Grey</div>					<div><div>●</div>Dark Heather Grey</div> <div><div>●</div>Burgundy</div> <div><div>●</div>Glazed Green</div>			<div><div>●</div>Fraiche Peche</div> <div><div>●</div>Worker Blue</div> <div><div>●</div>Aloe</div> <div><div>●</div>Kaffa Coffee</div> <div><div>●</div>Desert Dust</div> <div><div>●</div>Stargazer</div> <div><div>●</div>French Navy</div>							
T-shirts	FREESTYLER STTU788														
	SHIFTS DRY STTU788														
Sweatshirts	COOPER DRY STTU788														
	LEDGER DRY STTU788														
	MILLER DRY STTU788														
Bottoms	JAMMER DRY STBU157														
	BOARDER DRY STTU700	