

Lookbook

AW25

stanley/stella



Like no other

The garment industry is a pretty rough place. It's a polluting, low-cost driven business. Changing that is not easy. Almost impossible according to many.

But you know what? Impossible is just a word until you give it a shot. That's what we did at Stanley/Stella. In 2012 we started making premium, sustainable t-shirts. Because we believe it can be done.

And today that contrarian, value-driven attitude is more alive and kicking than ever. We apply it in everything we do. And no, we can't fix everything, and we realise the job is never done, but we do promise to give it our all, every day. By doing things differently. Like no other.

Because that's what we are.

AW25

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Innovate your signature look

AW25 marks the next evolution of the signature look—innovating while staying true to what matters: premium quality, timeless style, and positive impact. Built on strong foundations, this capsule collection performs seamlessly across professional and personal settings. From everyday essentials to elevated outerwear, each piece serves multiple purposes without ever compromising identity.

This season, we introduce innovative recycled nylon, sourced from pre-production waste. This new fabric brings distinct decoration advantages with a natural, flexible handfeel—no stiffness, no compromise.

By embracing this material, we broaden our circularity approach—reducing waste, conserving energy, and using fewer resources than virgin nylon. Precision tailoring, exceptional handfeel, and carefully curated organic cotton and recycled fabrics remain at the core of every piece—delivering consistent quality, anywhere, anytime. One wardrobe, designed to feel as good as it looks, perform with purpose, and speak to who you are.

As a team, brand, company, and individual.





Recycled nylon, engineered for decoration

Responsible innovation meets exceptional quality - our premium 100% recycled nylon elevates two of our most in-demand outerwear styles: Climber 2.0 and Voyager 2.0.

We reclaim pre-production surplus and transform it into performance fabric, reducing waste while delivering the superior quality, look & feel, and decoration results our customers expect.

Perfected by our in-house experts, it delivers consistent, high-quality results across embroidery, DTF, and screen transfer. The smooth, even surface allows decoration to bond flawlessly—no puckering, no peeling, no press marks. Just crisp lines, vibrant colours, and sharp definition that lasts—wear after wear.





Unique voice, unified look

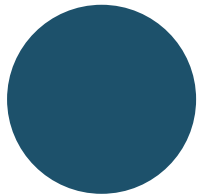
Consistency is more than a detail—it's a defining feature of a strong image. Aligned colour palettes and perfected fits across genders ensure every piece matches—suited to different body types, and style preferences.

Women's wear is fully integrated, offering a complete range of silhouettes that pair effortlessly with unisex and men's styles—making it easy to build consistent collections without sacrificing comfort or expression.

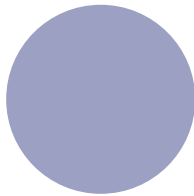
From colour to cut, from teamwear to brand expression—every garment is designed for cohesion yet built to stand out.



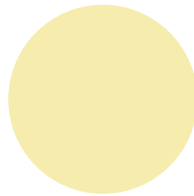
New colours



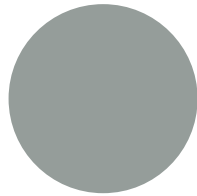
Deep Teal
C136



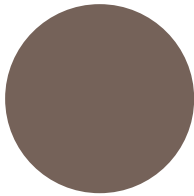
Violet
C134



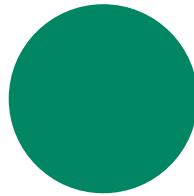
Lemon Sorbet
C133



Misty Grey
C138



Mocha
C135



Verdant Green
C137



New styles

T-shirts

	Asher STTU078 Oversized XXS-3XL 280 GSM 9 colours .18		Breezer STTU964 Relaxed Fit XXS-3XL 155 GSM 14 colours .22		Stella Expresser 2.0 STTW079 Fitted XS-3XL 155 GSM 22 colours .24
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Sweatshirt

	Chaser STSU077 Relaxed Fit XXS-3XL 280 GSM 12 colours .28
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Padded Jackets

	Stanley Climber 2.0 STJM189 Medium fit S-5XL* Shell - 38 GSM Padding - 100% recycled polyester Lining - 38 GSM 10 colours .32		Stella Climber 2.0 STJW190 Fitted XS - 3XL* Shell - 38 GSM Padding - 100% recycled polyester Lining - 38 GSM 11 colours .32
	Stanley Voyager 2.0 STJM188 Medium fit S-5XL* Shell - 38 GSM Padding - 100% recycled polyester Lining - 38 GSM 10 colours .36		Stella Voyager 2.0 STJW191 Fitted XS - 3XL* Shell - 38 GSM Padding - 100% recycled polyester Lining - 38 GSM 11 colours .36

Bags

	Mid Tote Bag STAU116 One size 220 GSM 16 colours .40		Shopping Bag 2.0 STAU117 One size 400 GSM 10 colours .42
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New style

Core



Asher

STTU078

Oversized

XXS-3XL

280 GSM

Confident by design

The Asher unisex T-shirt introduces a super-heavyweight 280 gsm fabric and a modern boxy fit—built for structure, presence, and standout decoration. A confident choice for brands that value impact, precision, and presence.



Pape - 189 cm - Size L
Asher in Cream



New style

Core



Asher STTW078

The unisex heavy weight boxy t-shirt

Oversized

XXS-3XL

280 GSM

Description

Set-in sleeve
1X1 rib at collar
Inside back neck tape in self fabric
Blind stitch at sleeve cuff and hem

Fabric & composition

Single jersey
100% organic ring-spun combed cotton

You might also like

T-shirt → Freestyler 2.0
T-shirt → Blaster 2.0



Whites



White
C001

Colours



Cream
C361



New
Mocha
C135



French Navy
C727



New
Deep Teal
C136



Green Bay
C144



New
Misty Grey
C138



Black
C002

Essential heathers



Cool Heather Grey
C146

Andrea - 179 cm - Size XS
Breezer in Lemon Sorbet



New style

Mid-light



Breezer STTU964

The iconic mid-light unisex relaxed t-shirt

Relaxed Fit

XXS-3XL

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% organic ring-spun combed cotton

You might also like

T-shirt → Crafter

T-shirt → Sparker 2.0

Hoodie → Chaser



Whites



White
C001



Natural Raw
C054

Colours



Cream
C361



Heritage Brown
C730



Burgundy
C244



New
Violet
C134



French Navy
C727



Blue Ice
C728



Khaki
C223



Stone
C358



New
Lemon Sorbet
C133



India Ink Grey
C715



Black
C002

Essential heathers



Heather Grey
C250

New style

Mid-Light



Stella Expresser 2.0

STTW079

Fitted

XS-3XL

155 GSM

Perfected, for her

Building on a beloved original, the Expresser 2.0 t-shirt brings refined proportions, flattering fit, and decoration-ready softness to the spotlight. It pairs naturally with unisex and men's styles, making it a go-to piece for complete, cohesive collections.



Lena - 170 cm - Size S
Stella Expresser in Purple Love



New style

Mid-Light



Stella Expresser 2.0 STTW079

The iconic mid-light women's fitted t-shirt

Fitted

XS-3XL

155 GSM

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% organic ring-spun combed cotton

You might also like

T-shirt → Stella Muser

T-shirt → Stella Serena

Duo look

Unisex → Crafter



Whites



White
C001



Natural Raw
C054

Colours



Cream
C361



Fiesta
C143



Cotton Pink
C005



Red
C004



Burgundy
C244



French Navy
C727



Dusk
C359



New
Violet
C134



Blue Ice
C728



Blue Soul
C149



Royal Blue
C230



Stargazer
C702



Khaki
C223



Green Bay
C144



New
Lemon Sorbet
C133



Aloe
C089



Anthracite
C253

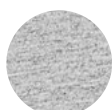


Black
C002

Essential heathers



Cool Heather Grey
C146



Heather Grey
C250

New style

Mid-Light



Chaser

STSU077

Relaxed Fit

XXS-3XL

280 GSM

Streamlined, modern,
made to last.

Stripped back to its essentials, the Chaser unisex hoodie sweatshirt pairs a clean, drawcord-free neckline with a relaxed fit and streamlined design. Its balanced mid-weight fabric brings structure and comfort— ideal for bold prints and everyday wear.



Pape - 189cm - Size L
Shad - 173cm - Size XS
Chaser in Cream



New style

Mid-light



Chaser STSU077

The iconic mid-light unisex relaxed hoodie sweatshirt

Relaxed Fit

XXS-3XL

280 GSM

Description

Set-in sleeves
Self fabric lined hood
1x1 rib at sleeve cuff and hem
Kangaroo pocket
Inside back neck herringbone tape
Half moon at back neck

Fabric & composition

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

You might also like

Hoodie → Slammer

T-shirt → Breezer



Whites



Natural Raw
C054

Colours



Cream
C361



Burgundy
C244



French Navy
C727



New
Violet
C134



Blue Soul
C149



Khaki
C223



Stone
C358



New
Lemon Sorbet
C133



India Ink Grey
C715



Black
C002

Essential heathers



Heather Grey
C250

New style

Core

Climber 2.0

STJM189
STJW190



Stella Climber 2.0 STJW190



Stanley Climber 2.0 STJM189

Effortless layering,
elevated performance.

Climber 2.0 brings together modern design, lightweight warmth, and everyday ease in one versatile outer layer.

It's built to move, easy to style, and engineered for sharp, reliable decoration. Its sleek silhouette makes this a go-to style across looks, seasons, and settings.



Pape - 189cm - Size L
Stanley Climber 2.0 in French Navy

Lena - 170cm - Size S
Stella Climber 2.0 in French Navy



New style

Core



Stella Climber 2.0 STJW190

The women's body warmer

Fitted

XS - 3XL

Shell - 38 GSM

Padding - 100% recycled polyester

Lining - 38 GSM

Stanley Climber 2.0 STJM189



The men's body warmer

Medium fit

S-5XL

Shell - 38 GSM

Padding - 100% recycled polyester

Lining - 38 GSM

Description

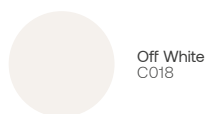
Reverse nylon zip at center front
Chin guard
Zipped welt pockets with extra grosgrain puller
Elastic tape binding at armhole
Fully quilted
Side panels for better shape
Inside seams with binding finish
Bottom hem with adjustable stopper and elastic cord

Fabric & composition

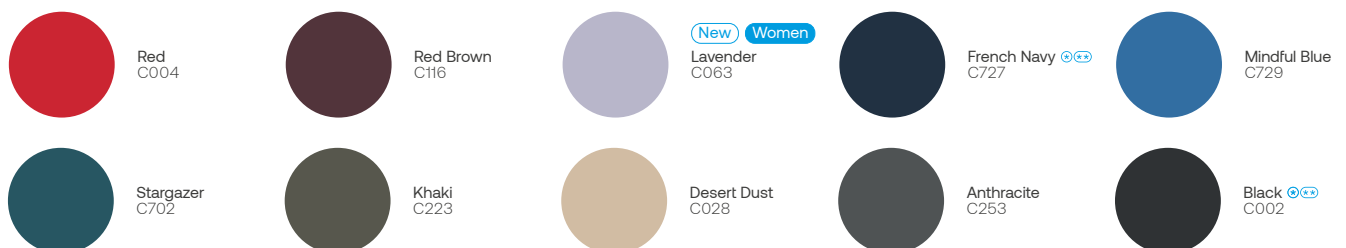
Shell - Plain weave - 100% recycled nylon
Fluorine-free DWR
Padding - 100% recycled polyester
Lining - Plain weave - 100% recycled nylon



Whites



Colours



3XL available from October 2025 onwards. Please check our website for availability.

4XL and 5XL available from October 2025 onwards. Please check our website for availability.

New style

Core

Voyager 2.0

STJM188
STJW191



Stella Voyager 2.0 STJW191



Stanley Voyager 2.0 STJM188

Refined.
Reliable. Recycled.

This outerwear essential brings a silky-smooth handfeel and breathable warmth to everyday wear.

With lofty padding, it moves with ease, resists the elements, and supports sharp, lasting decoration with a clean, confident finish. Voyager 2.0 is designed to feel effortless and look polished wherever the day takes you.



Seymour - 188cm - Size L
Stanley Voyager 2.0 in Red Brown

Andrea - 174cm - Size S
Stella Voyager 2.0 in Lavender



New style

Core



Stella Voyager 2.0 STJW839

The women's padded jacket

Fitted

XS - 3XL

Shell - 38 GSM

Padding - 100% recycled polyester

Lining - 38 GSM

Stanley Voyager 2.0 STJM188

The men's padded jacket

Medium fit

S-5XL

Shell - 38 GSM

Padding - 100% recycled polyester

Lining - 38 GSM

Description

Set-in sleeve
Chin guard
High collar with grown on hood
Hood opening and bottom hem with adjustable stopper and elastic cord
Reverse nylon zip at center front
Zipped welt pockets with extra grosgrain puller
Fully quilted
Side panels for better shape
Self fabric elasticated cuff
Inside seams with binding finish

Fabric & composition

Shell - Plain weave - 100% recycled nylon
Fluorine-free DWR
Padding - 100% recycled polyester
Lining - Plain weave - 100% recycled nylon



Whites



Off White
C018

Colours



Red
C004



Red Brown
C116



New Women
Lavender
C063



French Navy
C727



Mindful Blue
C729



Stargazer
C702



Khaki
C223



Desert Dust
C028



Anthracite
C253



Black
C002

3XL available from October 2025 onwards. Please check our website for availability.

4XL and 5XL available from October 2025 onwards. Please check our website for availability.



New style

Core



Mid Tote Bag STAU116

The woven mid weight tote bag

One size

220 GSM

Description

Folded hem at top edge
Bottom and side soufflet
Long self fabric handles with cross stitch for reinforcement
Inside self fabric pocket
Single needle stitch at top edge

Fabric & composition

Canvas
100% recycled cotton open end

Alternative styles

Bags → Shopping Bag 2.0



Whites



Natural Raw
C054

Colours



Cream
C361



Fiesta
C143



Bubble Pink
C129



Heritage Brown
C730



Burgundy
C244



French Navy
C727



Purple Love
C115



Mindful Blue
C729



Blue Soul
C149



Bottle Green
C224



Stargazer
C702



Desert Dust
C028



Viva Yellow
C356



Anthracite
C253



Black
C002



New style

Core



Shopping Bag 2.0

STAU117

The woven shopping bag

One size

400 GSM

Description

Folded hem at top edge
Hidden snap closure
Bottom and side soufflet
Long and short self fabric handles with cross stitch for reinforcement
Inside self fabric pocket
Herringbone tape on inside seams for clean finish
Single needle stitch at top edge

Key upgrades New

Hidden snap closure
Long and short self-fabric handles with cross stitch for reinforcement
Inside self-fabric pocket

Alternative styles

Bags → Mid Tote Bag

Fabric & composition

Canvas
100% recycled cotton open end



Whites



Natural Raw
C054

Colours



Burgundy
C244



French Navy
C727



Dusk
C359



Worker Blue
C088



Aqua Blue
C145



New
Deep Teal
C136



Green Bay
C144



Latte
C112



Black
C002

Line Extension



Some of our most trusted styles, now available in new colours—offering even more versatility, with the same consistent fit, premium feel, and stylish appeal.



Iconic

Creator 2.0 STTU169
The iconic unisex t-shirt

● ● ●



Iconic

Stella Muser STTW172
The iconic women's t-shirt

● ●



Iconic

Prepster 2.0 STPU222
The unisex polo

● ●



Iconic

Changer 2.0 STSU178
The iconic unisex crew neck sweatshirt

●



Iconic

Cruiser 2.0 STSU177
The iconic unisex hoodie sweatshirt

●



Iconic

Stella Alma STSW212
The women's crew neck sweatshirt

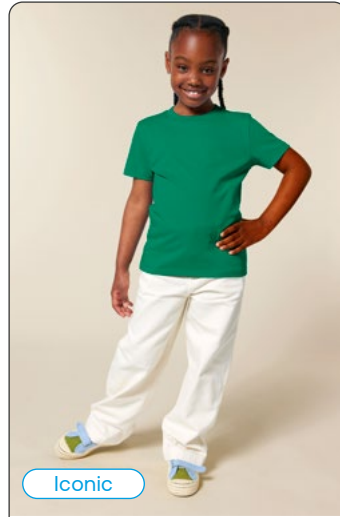
● ●



Iconic

Stella Nora STSW213
The women's hoodie sweatshirt

● ●



Iconic

Mini Creator 2.0 STTK184
The iconic kids' t-shirt

● ● ●



Iconic

Mini Sprinter STPK908
The iconic kids' polo

●



Iconic

Mini Changer 2.0 STSK181
The iconic kids' crew neck sweatshirt

● ●



Iconic

Mini Cruiser 2.0 STSK180
The iconic kids' hoodie sweatshirt

● ●



Iconic

Mini Cultivator 2.0 STSK182
The iconic kids' zip-thru hoodie sweatshirt

●



Mid-light

Crafter STTU170
The iconic mid-light unisex t-shirt

● ● ● ●



Mid-light

Stanley Coaster STPM224
The iconic men's mid-light polo

● ●



Mid-light

Stella Coaster STPW977
The iconic women's mid-light polo

● ●



Mid-light

Roller STSU868

The iconic mid-light unisex crew neck sweatshirt

● ●



Mid-light

Drummer 2.0 STSU168

The iconic mid-light unisex hoodie sweatshirt

● ●



Mid-light

Mixer STSU205

The iconic mid-light unisex zip-thru hoodie sweatshirt

●



Core

Blaster 2.0 STTU959

The unisex oversized high neck t-shirt

● ●



Core

Sparker 2.0 STTU171

The unisex heavy t-shirt

● ● ●



Core

Freestyler STTU788

The unisex dry handfeel t-shirt

● ● ●



Core

Freestyler Vintage STTU073

The unisex garment dyed dry handfeel heavy t-shirt

●



Core

Radder 2.0 STSU208

The oversized crew neck sweatshirt

● ● ●



Core

Slammer 2.0 STSU209

The oversized hoodie sweatshirt

● ● ●



Core

Worker STTU975
The Unisex Relaxed Shirt

●



Outerwear

Liner STJU249
The unisex sleeveless sherpa jacket

● ●



Outerwear

Brooker STJU248
The unisex sherpa jacket

●



Accessories

Fisherman Beanie STAU771
The fisherman beanie

● ● ●



Accessories

Rib Beanie STAU772
The rib beanie

● ● ● ●



Accessories

Light Tote Bag STAU773
The light weight tote bag

● ● ● ●

We believe the textile industry can and should act responsibly, putting people and the planet first. This conviction drives our full commitment to sourcing organic cotton, reducing our environmental impact, and advocating for fair living wages across the value chain.

Thank you for joining us on this journey. Your support, ideas, and shared purpose make all the difference. To find out more or get involved:

Contact us

 stanleystella.com

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