

# Lookbook

## AW24

**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.



There are four core values that reflect who we are, what we stand for, and what we strive for. They have guided us since the beginning of our journey, and continue to do so as we look to the future..

## People

**Committing to community.**

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.

## Innovation

**Embracing the way forward.**

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

**Inspiring ambition.**

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.

## Sustainability

**Advocating for positive change.**





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













## Scaling new heights with AW24 AW24

Going all in on outerwear	.08
Leading the way in women's wear	.10
The revolution continues	.12
A world of decoration possibilities	.14
New AW24 colours	.16















### Going all in on outerwear

<b>Softshells</b>	
 Stella Trail Blazer	.22
 Stanley Trail Blazer	.24
<b>Fleeces</b>	
 Brooker	.26
 Liner	.28
 Trekker	.30
 Stella Guider	.32
 Stanley Guider	.34
 Stella Quester	.36
 Stanley Quester	.38
<b>Padded jackets</b>	
 Bomber 2.0	.40
 Puffer Gillet	.42







### Leading the way in women's wear

<b>Short sleeve t-shirts</b>	
 Stella Muser	.48
 Stella Serena	.50
 Stella Ella	.52
 Stella Nova	.54
 Stella Isla	.56
 Stella Collider	.58
<b>Long sleeve t-shirts</b>	
 Stella Muser Long Sleeve	.60
<b>Crew neck sweatshirts</b>	
 Stella Alma	.62
 Stella Clara	.64
 Stella Paloma	.66
<b>Hoodie sweatshirts</b>	
 Stella Nora	.68
<b>Zip-thru hoodie sweatshirts</b>	
 Stella Ida	.70

### The revolution continues

<b>Short sleeve polos</b>	
 Prepster 2.0	.76
 Prepster 2.0 Long Sleeve	.78
<b>Short sleeve t-shirts</b>	
 Freestyler Vintage	.80
<b>Long sleeve t-shirts</b>	
 Creator 2.0 Long Sleeve	.82
 Freestyler Long Sleeve	.84
<b>Crew neck sweatshirts</b>	
 Radder 2.0	.86
 Radder 2.0 Vintage	.88
 Knoxer	.90
<b>Hoodie sweatshirts</b>	
 Slammer 2.0	.92
 Slammer 2.0 Vintage	.94
 Striker	.96
<b>Zip-thru hoodie sweatshirts</b>	
 Mixer	.98
 Trucker 2.0	.100
 Connector 2.0	.102

### Line extensions

<b>T-shirts</b>		<b>Sweatshirts</b>	
 Creator 2.0	.106	 Changer 2.0	.108
 Sparker 2.0	.106	 Cruiser 2.0	.108
 Freestyler	.107	 Drummer 2.0	.109
 Crafter	.107	 Roller	.109



AW24

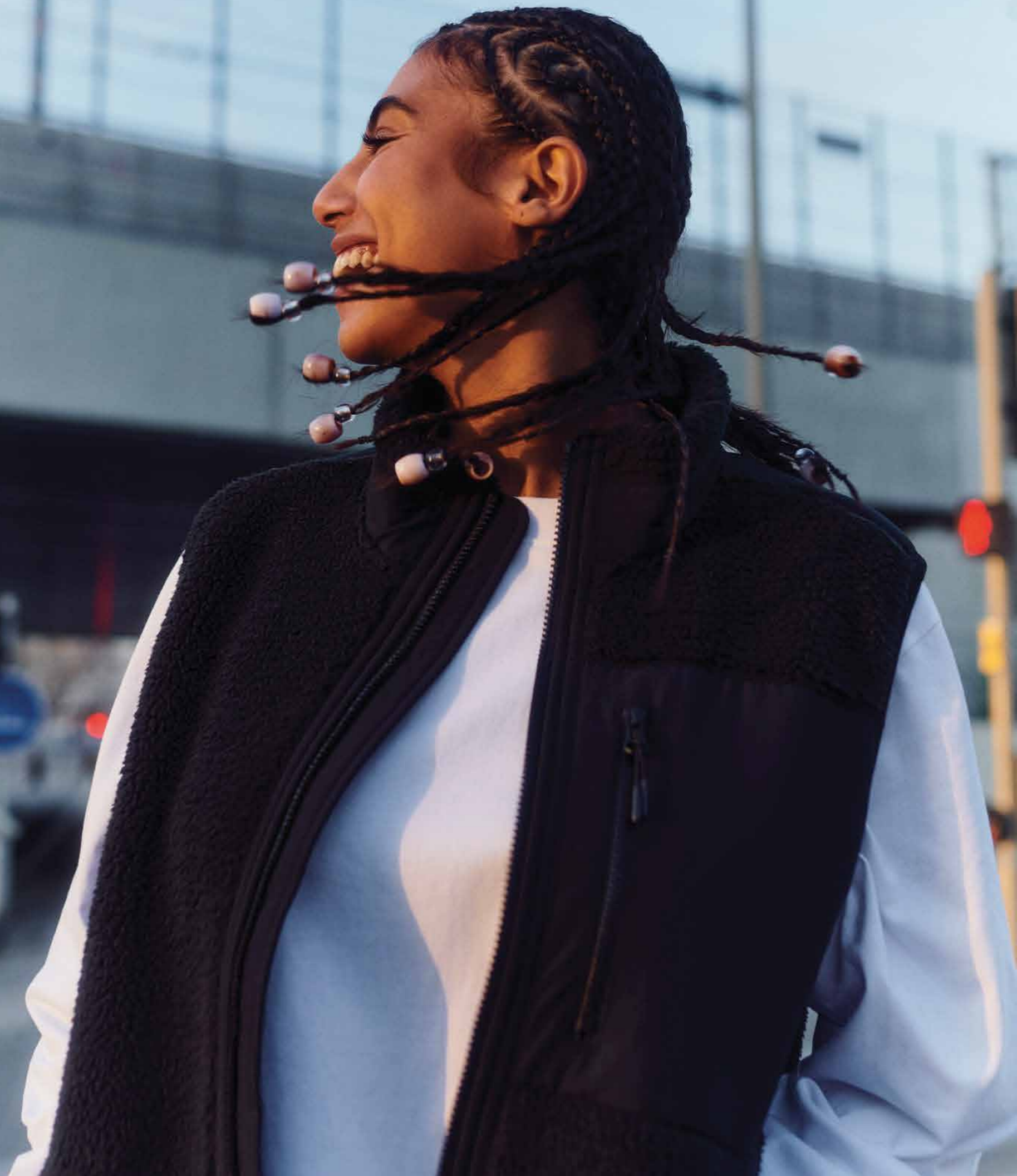
# Scaling new heights with AW24

Rooted in our steadfast dedication to quality, design and sustainability, AW24 sets a new standard in our pursuit of excellence. Centred around innovation and performance, this collection rises to any challenge: from nature's calm to the city's energy.

Discover our extended outerwear range featuring a new, premium and innovative padding, offering unparalleled warmth and protection down to -15°C – unique in the imprint market.

Explore the expansion of our women's range, making it the most complete and compelling on the market, and join us as we continue to redefine standards with our extended range of 100% organic cotton knitwear.

Ready to let AW24 take you to new heights?





## Going all in on outerwear



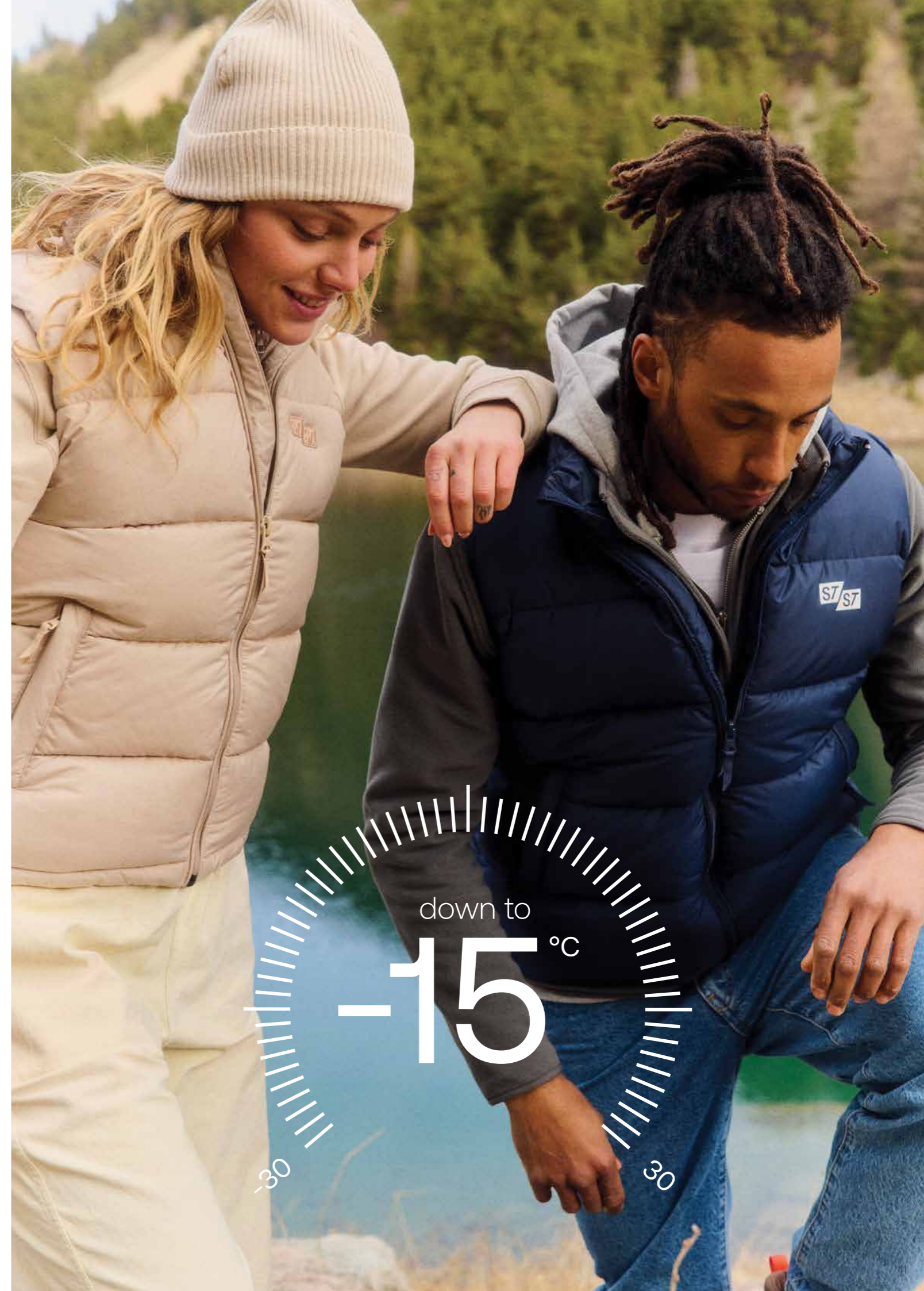
Celebrate the great outdoors with our expanded AW24 outerwear range designed to deliver performance, comfort and style in any setting.

Our padded styles now offer maximum breathability and double the warmth thanks to an innovative padding that doesn't add bulk - ensuring both style and protection down to -15°C.

In line with our commitment to sustainability, each outerwear garment is made from 100% recycled materials. With our innovative use of recycled PET bottles, we transformed waste into fashion you'll love to wear.

From innovative features to enhance decoration possibilities to modern fits and premium detailing, this expanded outerwear range offers a perfect match for every outdoor occasion.

Adyl wears Puffer Gilet in French Navy, size L →  
Marie wears Puffer Gilet in Desert Dust, size S.







## Leading the way in women's wear



With AW24, we've taken a significant step forward by expanding our women's range to meet market demands – creating garments that empower women to feel confident while ensuring comfort.

These new go-to styles include a long-sleeve t-shirt, perfect for layering, and five new sweatshirts that blend femininity with contemporary flair – all crafted from soft, 100% organic cotton.

This expansion marks a significant milestone, making our women's range the most complete and compelling on the market, tailored to suit every woman to perfection.



↶ Océane wears Stella Clara in Heritage Brown, size M.  
↶ Océane wears Stella Ida in Cool Heather Grey, size M.  
Izkamella wears Stella Nora in Green Bay, size L.  
Marie wears Stella Alma in Blue Ice, size M.





## The revolution continues



We've elevated our sustainability leadership by further expanding our offering of 100% organic cotton sweatshirts, t-shirts, and polos.

Introducing the Prepster 2.0, the ultimate polo shirt on the market - redesigned to suit your needs. With its modern yet casual medium fit, it's deal for image wear. The Prepster 2.0 offers enhanced technical features and a superior handfeel, setting a new standard in style and functionality. In addition, four unisex styles from our Iconics Mid-Light and Core collections have been revitalised with a more modern fit and meticulous detailing.

Embracing the roots of sportswear with a contemporary twist, we added two sweatshirts inspired by classic 1930s American designs. Complementing this aesthetic, select relaxed styles now include vintage washes.

From reinvented classics to cutting-edge new designs - each piece embodies what the market desires: a perfect blend of style, comfort, sustainability and perfected decoration.

Virgil wears Prepster 2.0 ↑  
in Dark Heather Blue size L.

Khadim wears Slammer 2.0 Vintage →  
in G. Dyed Black Rock, size XL.







Adil wears Freestyler Long Sleeve in Cool Heather Grey, size L.

## A world of decoration possibilities

With every style we create or update, we are committed to maximising your decoration possibilities, ensuring your custom garments showcase your design in the best possible way.

This season, both our new and uplifted knitwear and our innovative outerwear range provide an enhanced canvas for a variety of decoration techniques, now available in seven fresh new colours.

We've refined fabric surfaces and placement options, and improved accessibility for decorators, ensuring every detail of our garments is perfectly suited for decoration.

Whatever the occasion or scenery, with our AW24 collection, you can be sure your designs will stand out.

Discover our dedicated printing guides for all our styles.



↑ Brooker in Khaki.

← Elevate your vintage style with outstanding embroidery.  
Khadim wears Slammer 2.0 Vintage in G. Dyed Black Rock, size XL.

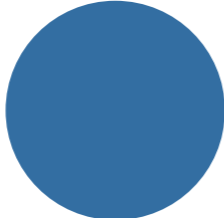


# New AW24 colours

Discover the AW24 colours, a perfect fusion of captivating neutrals and vibrant, trendy shades. Fall in love with a palette that perfectly complements your designs.



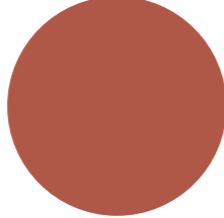
Blue Ice  
C728



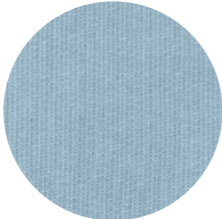
Mindful Blue  
C729



Heather Haze  
C731



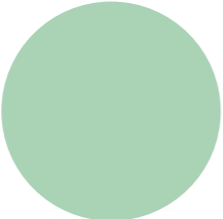
Heritage Brown  
C730



G. Dyed Blue Stone  
C732



G. Dyed Latte  
C733



Misty Jade  
C735





# Going all in on outerwear

---





# Outerwear

## Softshells



New Core

### Stella Trail Blazer

STJW236

Fitted  
XS - XXL  
315 GSM  
4 colours  
.22



New Core

### Stanley Trail Blazer

STJM235

Medium fit  
S - 5XL  
315 GSM  
4 colours  
.24

## Fleeces



New Core

### Brooker

STJU248

Medium fit  
XXS - 3XL  
450 GSM  
3 colours  
.26



New Core

### Liner

STJU249

Medium fit  
XXS - 3XL  
450 GSM  
2 colours  
.28



New Core

### Trekker

STJU242

Medium fit  
XXS - 3XL  
300 GSM  
3 colours  
.30



New Core

### Stella Guider

STJW239

Fitted  
XS - XXL  
300 GSM  
8 colours  
.32



New Core

### Stanley Guider

STJM238

Medium fit  
S - 5XL  
300 GSM  
8 colours  
.34



New Core

### Stella Quester

STJW241

Fitted  
XS - XXL  
300 GSM  
8 colours  
.36



New Core

### Stanley Quester

STJM240

Medium fit  
S - 5XL  
300 GSM  
8 colours  
.38

## Padded jackets



New Core

### Bomber 2.0

STJU251

Medium fit  
XXS - 3XL  
455 GSM  
3 colours  
.40



New Core

### Puffer Gillet

STJU250

Medium fit  
XXS - 3XL  
390 GSM  
3 colours  
.42





New style Core

# Stella Trail Blazer STJW236

The women's sleeveless softshell jacket

Fitted

XS - XXL

315 GSM

## Description

Sleeveless  
3-layer fully bonded softshell jacket with stretch and inside fleece layer  
Bottom hem with adjustable stopper and elastic cord  
Reverse nylon zip at centre front and zipped welt side pocket  
Water repellent up to 10,000 mm, breathable and windproof

## Fabric & composition

Balanced plain weave  
94% recycled polyester  
6% elastane



## Extra looks

You might like [Softshell → Stella Discoverer](#) [Softshell → Stella Navigator](#)

## Colours





New style Core



# Stanley Trail Blazer STJM235

The men's sleeveless softshell jacket

Medium fit

S - 5XL

315 GSM

## Description

Sleeveless  
3-layer fully bonded softshell jacket with stretch and inside fleece layer  
Bottom hem with adjustable stopper and elastic cord  
Reverse nylon zip at centre front and zipped welt side pocket  
Water repellent up to 10,000 mm, breathable and windproof.

## Fabric & composition

Balanced plain weave  
94% recycled polyester  
6% elastane

## Extra looks

You might like [Softshell → Stanley Discoverer](#) [Softshell → Stanley Navigator](#)



## Colours







New style

Core



# Brooker STJU248

The unisex sherpa jacket

Medium fit

XXS - 3XL

450 GSM

## Description

- Dropped shoulders
- Elastic recycled binding at cuffs and hem
- Back neck tape and recycled binding loop at inside back neck
- Vislon zip with metal puller and cord ending
- Fully bonded inside polar fleece layer with anti-pill finish
- Welt side pockets in contrast softshell at front with hidden zip opening
- Contrast softshell fabric at pocket, back yoke and outer collar band
- Inside invisible zip at wearer's left chest for easy decoration

## Fabric & composition

- Sherpa bonded with polar fleece
- Balanced plain weave
- 100% recycled polyester



## Extra looks

You might like [Fleece → Liner](#)

## colours



Black  
C002



Khaki  
C223



Desert Dust  
C028



New style

Core



# Liner STJU249

The unisex sleeveless sherpa jacket

Medium fit

XXS - 3XL

450 GSM

## Description

- Sleeveless
- Elastic recycled binding at hem
- Back neck tape and binding loop at inside back neck
- Vislon zip with metal puller and cord ending
- Fully bonded inside polar fleece layer with anti-pill finish
- Welt side pockets in contrast softshell at front with hidden zip opening
- Contrast softshell fabric at pocket, back yoke and outer collar band
- Inside invisible zip at wearer's left chest for easy decoration

## Fabric & composition

- Sherpa bonded with polar fleece
- Balanced plain weave
- 100% recycled polyester

## Extra looks

You might like [Fleece → Brooker](#)



## Colours







New style Core

# Trekker STJU242

The unisex fleece jacket

Medium fit

XXS - 3XL

300 GSM

## Description

Set in sleeves  
Elastic binding at cuffs and hem  
Inside back neck binding loop and back neck tape  
Nylon coil zip with metal puller and cord ending  
Brushed polar fleece fabric with anti-pill finish on inside and outside  
Front side welt pockets with hidden zip closure  
Contrast softshell fabric at yoke and outer collar  
Inside invisible zip at wearer left chest for easy decoration

## Fabric & composition

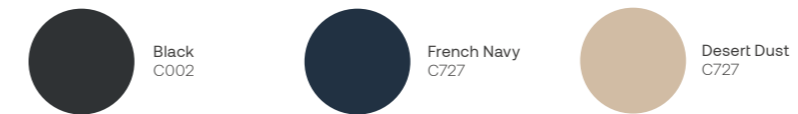
Polar fleece  
100% recycled polyester  
Brushed  
Anti-pill finish both sides

## Extra looks

You might like [Fleece → Stella / Stanley Guider](#) [Fleece → Stella / Stanley Quester](#)



## Colours





New style Core

# Stella Guider STJW239

The women's fleece jacket

Fitted

XS - XXL

300 GSM

## Description

- Dropped shoulders
- Elastic binding at neck edge, cuffs and hem
- Grosgrain loop at inside back neck
- Nylon coil zip with metal puller and cord ending
- Brushed polar fleece fabric with anti-pill finish on inside and outside
- Welt side pockets at front with zip opening
- Inside back neck tape in recycled polyester

## Fabric & composition

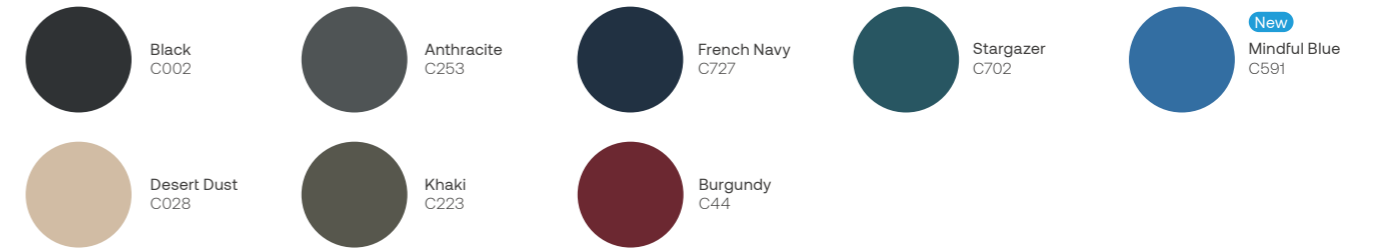
- Polar fleece
- 100% recycled polyester
- Anti-pill finish both sides

## Extra looks

- You might like
- Fleece → Trekker [↗](#)
  - Fleece → Stella Quester [↗](#)



## Colours







New style Core

# Stanley Guider STJM238

The men's fleece jacket

Medium fit

S - 5XL

300 GSM

## Description

- Dropped shoulders
- Elastic binding at neck edge, cuffs and hem
- Grosgrain loop at inside back neck
- Nylon coil zip with metal puller and cord ending
- Brushed polar fleece fabric with anti-pill finish on inside and outside
- Welt side pockets at front with zip opening
- Inside back neck tape in recycled polyester

## Fabric & composition

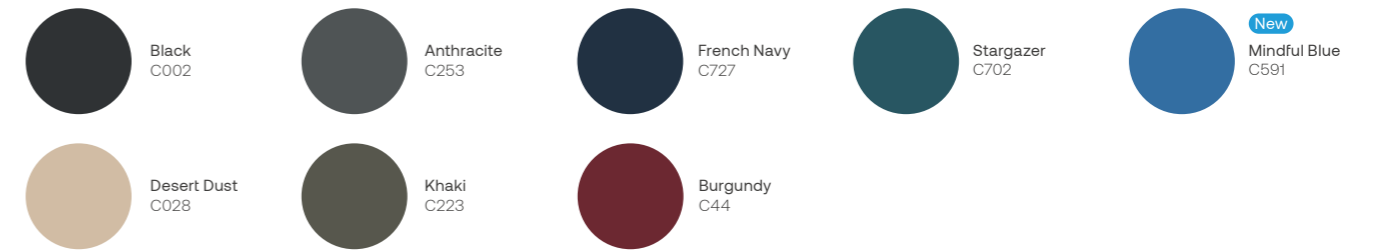
- Polar fleece
- 100% recycled polyester
- Anti-pill finish both sides

## Extra looks

- You might like
- Fleece → [Trekker](#)
  - Fleece → [Stanley Quester](#)



## Colours





New style Core

# Stella Quester STJW241

The women's sleeveless fleece jacket

Fitted

XS - XXL

300 GSM

## Description

- Sleeveless
- Elastic binding at neck edge, armhole and hem
- Grosgrain loop at inside back neck
- Nylon coil zip with metal puller and cord ending
- Brushed polar fleece fabric with anti-pill finish on inside and outside
- Welt side pockets at front with zip opening
- Inside back neck tape in recycled polyester

## Fabric & composition

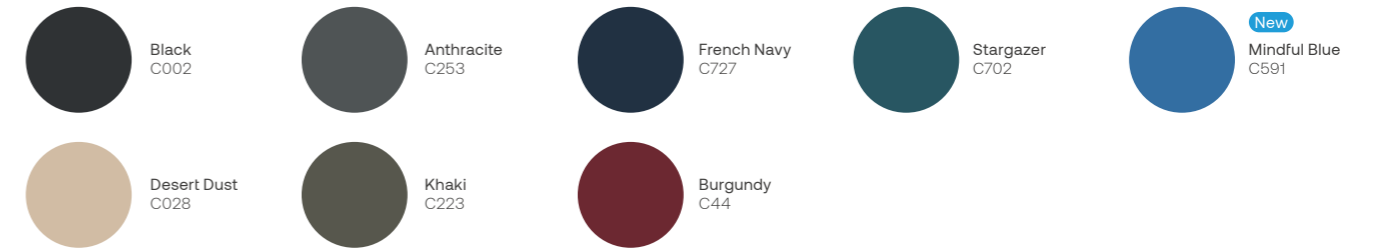
- Polar fleece
- 100% recycled polyester
- Anti-pill finish both sides

## Extra looks

- You might like
- Fleece → Trekker [↗](#)
  - Fleece → Stella Guider [↗](#)



## Colours







New style Core

# Stanley Quester STJM240

The men's sleeveless fleece jacket

Medium fit

S - 5XL

300 GSM

## Description

Sleeveless  
Elastic binding at neck edge, armhole and hem  
Grosgrain loop at inside back neck  
Nylon coil zip with metal puller and cord ending  
Brushed polar fleece fabric with anti-pill finish on inside and outside  
Welt side pockets at front with zip opening  
Inside back neck tape in recycled polyester

## Fabric & composition

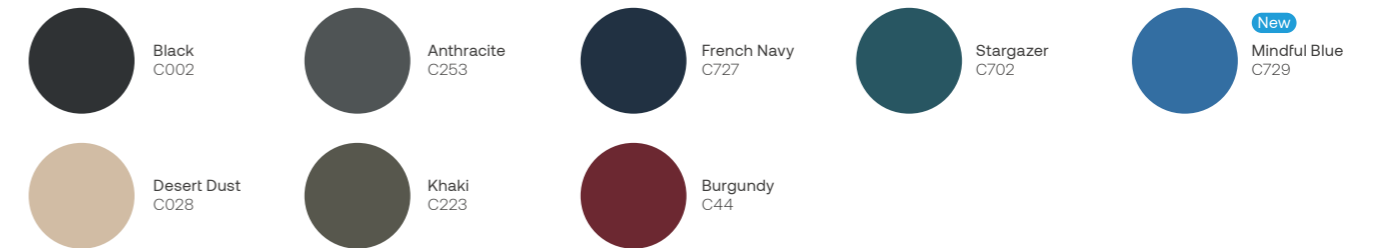
Polar fleece  
100% recycled polyester  
Anti-pill finish both sides

## Extra looks

You might like [Fleece → Trekker](#) [Fleece → Stanley Guider](#)



## Colours





New style Core

# Bomber 2.0 STJU251

The unisex bomber jacket

Medium fit

XXS - 3XL

## Description

- Silver metal zip at centre front
- 1x1 rib at sleeve hem, bottom hem and collar
- Zippered sleeve pocket with four pen slots
- Welt pockets at front with snap closure
- Inside fully quilted
- Inside chest welt pocket with snap closure
- Inside zip opening at bottom hem and wearer's left and right chest for easy decoration

## Fabric & composition

- Shell - Plain weave - 75 GSM
- 100% recycled polyester
- Fluorine-free durable water repellence
- Padding - 140 GSM - 100% recycled polyester
- Lining - Taffeta - 75 GSM
- 100% recycled polyester



## Colours



Black  
C002



French Navy  
C727



Khaki  
C223





New style Core

# Puffer Gillet STJU250

The unisex puffer gilet



Medium fit

XXS - 3XL

## Description

Nylon coil zip at centre front with chin guard  
Zipped welt pockets with extra grosgrain tape  
Stand collar  
Grosgrain straps on inside for versatile and hands-free carrying  
Inside zip opening at bottom hem and wearer's left chest for easy decoration

## Extra looks

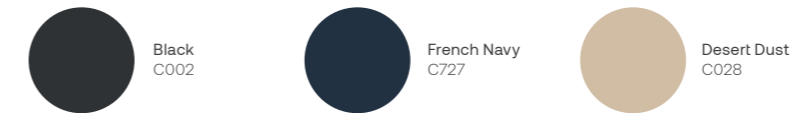
You might like  
Padded jacket → Puffer   
Padded jacket → Stella / Stanley Climber 

## Fabric & composition

Shell - Plain weave - 75 GSM  
100% recycled polyester  
Fluorine-free durable water repellence  
**New** Padding - 240 GSM - 100% recycled polyester  
Lining - Taffeta - 100% recycled polyester  
100% recycled polyester



## Colours



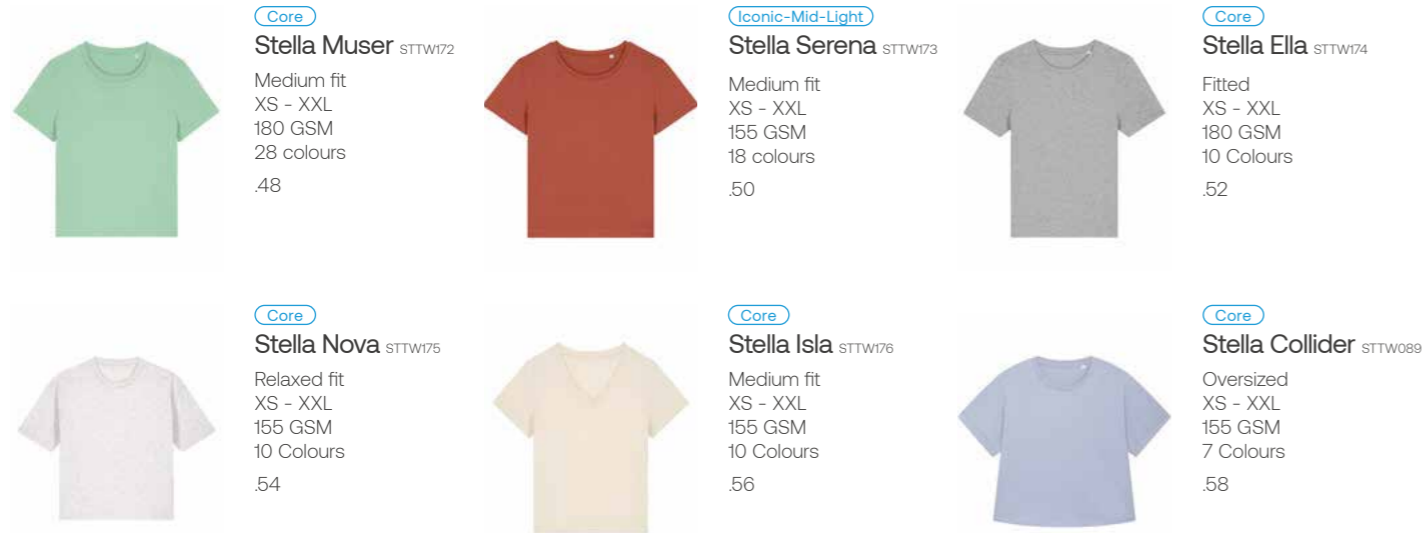
# Leading the way in women's wear





# Most compelling women's offer

## Short sleeve t-shirts



## Long sleeve t-shirts



## Crew neck sweatshirts



## Hoodie sweatshirts



## Zip-thru hoodie sweatshirts





Iconic

# Stella Muser STTW172

The iconic women's t-shirt

Medium fit

XS - XXL

180 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

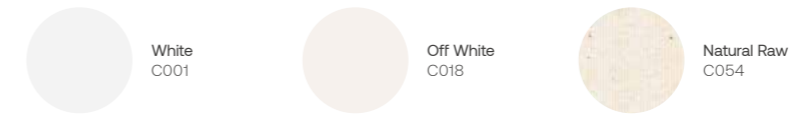
Single jersey  
100% organic compact ring-spun cotton

## Extra looks

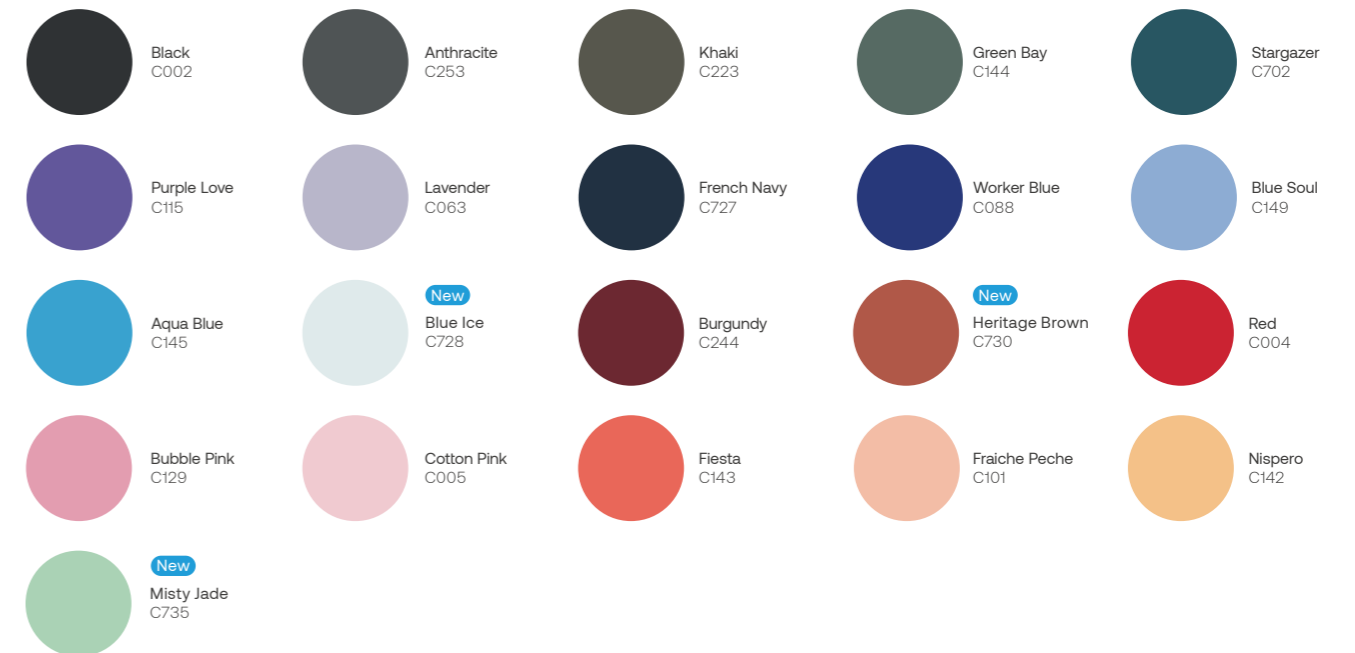
Total look	Crew neck → Stella Alma	🔗
	Hoodie → Stella Nora	🔗
	Zip-thru hoodie → Stella Ida	🔗
	T-shirt → Stella Muser Long Sleeve	🔗



## Whites



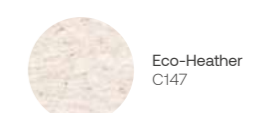
## colours



## Essential heathers



## Special heathers







Iconic Mid-Light

# Stella Serena STTW173

The iconic mid-light women's scoop neck t-shirt

Medium fit

XS - XXL

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

## Extra looks

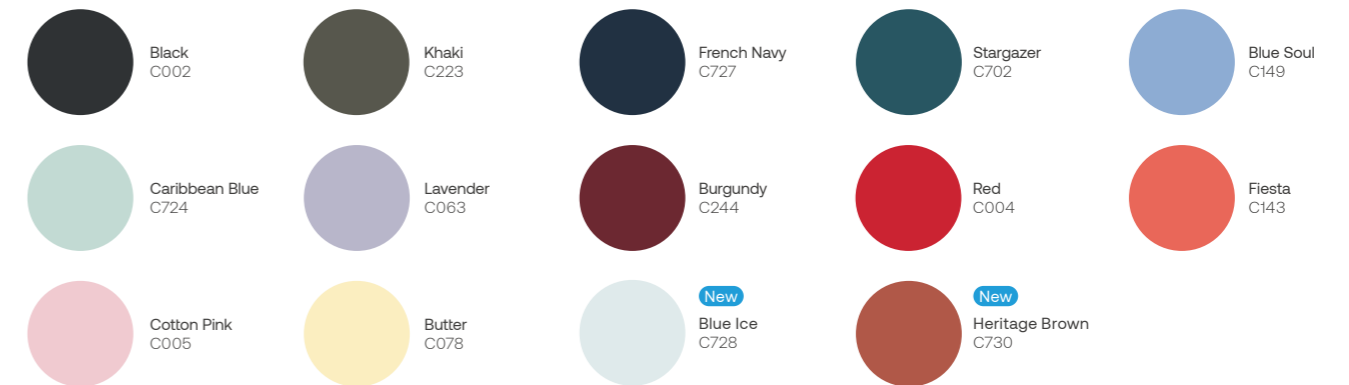
- Total look Crew neck → Stella Clara [↗](#)
- Hoodie → Archer [↗](#)
- Shorts → Trainer 2.0 [↗](#)



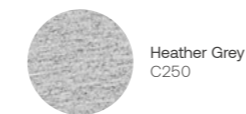
## Whites



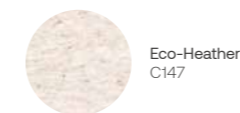
## Colours



## Essential heathers



## Special heathers





Core

# Stella Ella STTW174

The women's fitted loose knit t-shirt

Fitted

XS - XXL

180 GSM

## Description

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

## Fabric & composition

Loose knit single jersey  
100% organic cotton

## Extra looks

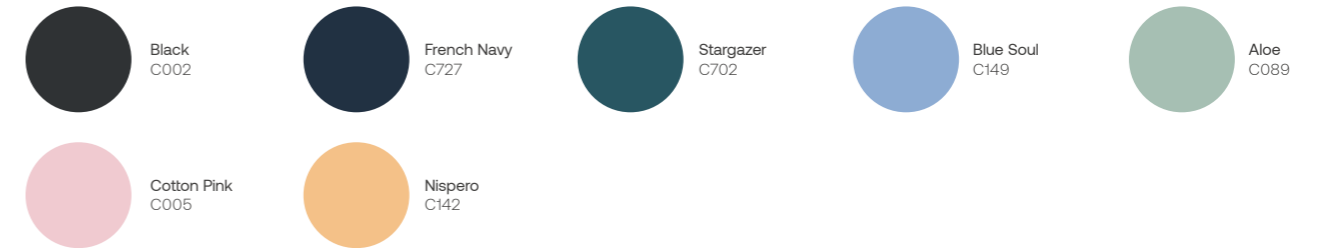
You might like [T-shirt → Stella Muser](#)



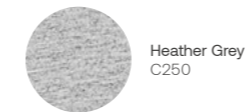
## Whites



## Colours



## Essential heathers







New style Core

# Stella Nova STTW175

The women's boxy t-shirt

Relaxed fit

XS - XXL

155 GSM

## Description

Dropped shoulders  
1x1 rib at neck collar  
Inside back neck tape in self fabric  
Narrow twin needle topstitch at sleeve hems and bottom hem

## Fabric & composition

Single jersey  
100% organic ring-spun combed cotton

## Extra looks

You might like  
T-shirt → Stella Muser [↗](#)  
T-shirt → Stella Collider [↗](#)



## Whites



## Colours



## Essential heathers



Maxi - 183 cm - size L  
Stella Isla in Heather Grey



New style Core

# Stella Isla STTW176

The women's V-neck t-shirt

Medium fit

XS - XXL

155 GSM

## Description

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

## Fabric & composition

Single jersey  
100% organic ring-spun combed cotton

## Extra looks

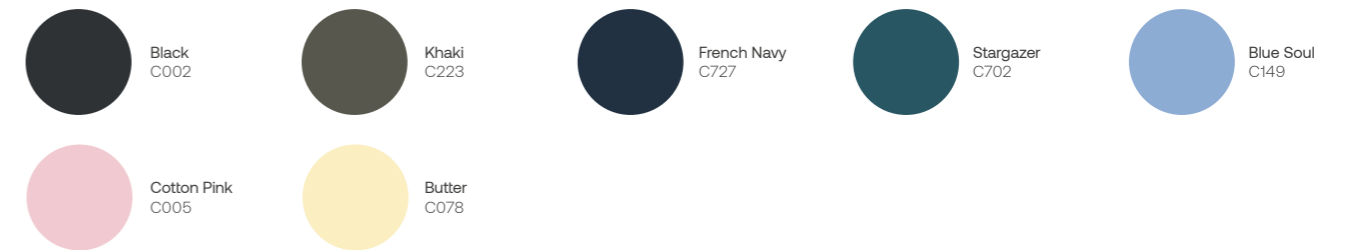
You might like T-shirt → Stella Muser [↗](#)  
Family look T-shirt → Stanley Presenter [↗](#)



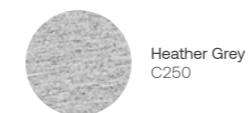
## Whites



## Colours



## Essential heathers







Core

# Stella Collider STTW089

The women's oversized rolled sleeve t-shirt

Oversized

XS - XXL

155 GSM

## Description

Dolman sleeve  
1x1 rib at neck collar  
Inside back neck tape in self fabric  
Sleeve cuff folded with bartacks

## Fabric & composition

Single jersey  
100% organic ring-spun combed cotton

## Extra looks

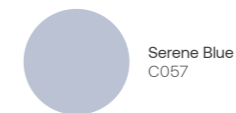
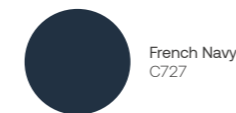
You might like [T-shirt → Stella Nova](#)



## Whites



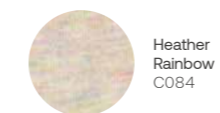
## Colours



## Essential heathers



## Special heathers





New style Core

# Stella Muser Long Sleeve STTW219

The women's long sleeve t-shirt

Medium fit

XS - XXL

180 GSM



## Description

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

## Fabric & composition

Single jersey  
100% organic compact ring-spun cotton

## Extra looks

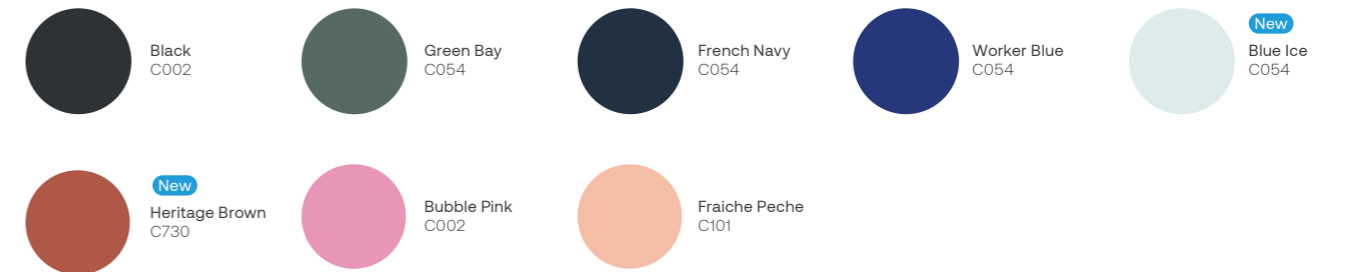
You might like T-shirt → Stella Muser   
Family look T-shirt → Creator 2.0 Long Sleeve 



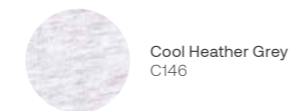
## Whites



## Colours



## Essential heathers







New style Core

# Stella Alma STSW212

The women's crew neck sweatshirt

Medium fit

XS - XXL

300 GSM

## Description

Dropped shoulders  
1x1 rib at collar, sleeve cuffs and bottom hem  
Twin needle topstitch on all seams

## Fabric & composition

Brushed  
100% organic ring-spun combed cotton

## Extra looks

- You might like
- T-shirt → Stella Nova
  - Zip-thru hoodie → Stella Ida
- Family lookTotal look
- Crew neck → Changer 2.0
  - T-shirt → Stella Muser



## Whites

- White C001
- Natural Raw C054

## Colours

- Black C002
- Anthracite C253
- French Navy C727
- Worker Blue C088
- Blue Ice C728 (New)
- Green Bay C144
- Misty Jade C735 (New)
- Burgundy C244
- Heritage Brown C730 (New)
- Fraiche Peche C101
- Lavender C063
- Bubble Pink C129

## Essential Heathers

- Heather Haze C731 (New)
- Eco-Heather C147
- Cool Heather Grey C146





New style Core

# Stella Clara STSW217

The women's raglan crew neck sweatshirt

Medium fit

XS - XXL

300 GSM

## Description

Raglan sleeves  
2x1 rib at collar, sleeve cuffs and bottom hem  
Triple needle flatlock stitch at neck, sleeves, side seams and half moon  
Twin-needle stitch at sleeve cuffs and bottom hem

## Fabric & composition

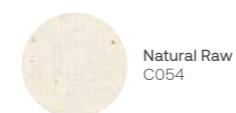
French terry  
100% organic ring-spun combed cotton

## Extra looks

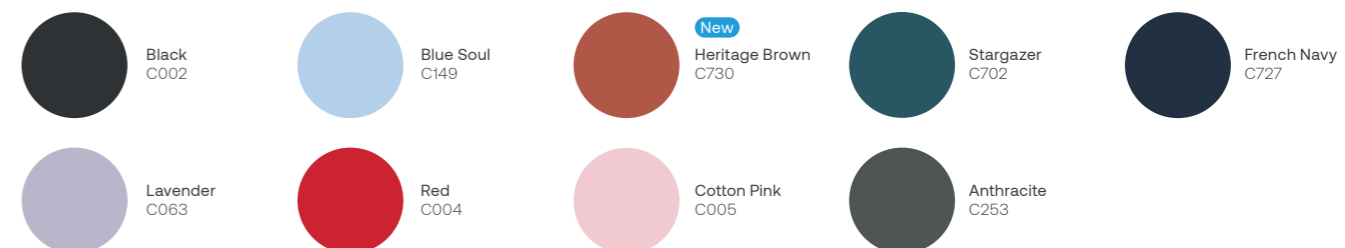
- You might like Crew neck → Stella Alma [↗](#)  
Oversized crew neck → Stella Paloma [↗](#)  
Total look T-shirt → Stella Serena [↗](#)



## Whites



## Colours



## Essential heathers







New style Core

# Stella Paloma STSW218

The oversized women's crew neck sweatshirt

Oversized

S - L

300 GSM

## Description

Dropped shoulders  
1x1 rib at collar, sleeve cuffs and bottom hem  
Twin needle topstitch on all seams

## Fabric & composition

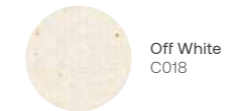
Brushed  
100% organic ring-spun combed cotton

## Extra looks

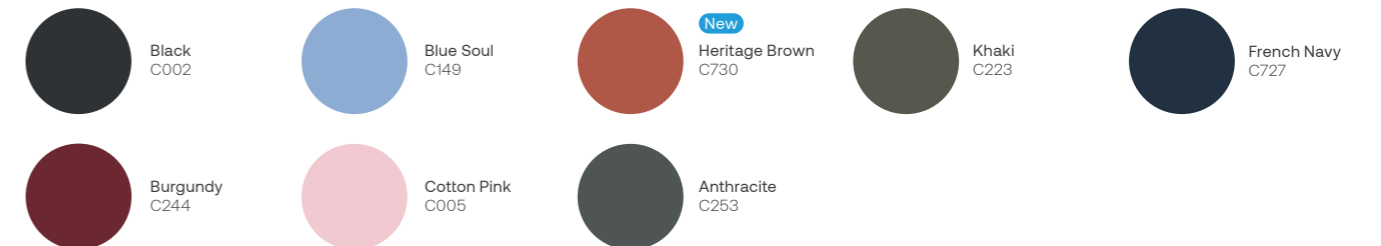
- You might like Crew neck → Stella Alma [↗](#)  
Raglan crew neck → Stella Clara [↗](#)  
Family look Crew neck → Radder 2.0 [↗](#)



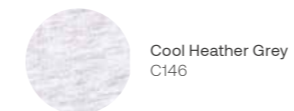
## Whites



## Colours



## Essential heathers





New style Core

# Stella Nora STSW213

The women's hoodie sweatshirt

Medium fit

XS - XXL

300 GSM

## Description

Dropped shoulders  
Double layered hood in self fabric  
Embroidered eyelets  
1x1 rib at collar, sleeve cuffs and bottom hem  
Twin needle topstitch on all seams

## Fabric & composition

Brushed  
100% organic ring-spun combed cotton  
Heather Haze: 80% organic cotton

## Extra looks

- You might like Crew neck → Stella Alma [↗](#)  
 Zip-thru hoodie → Stella Ida [↗](#)  
 Family look Hoodie → Cruiser 2.0 [↗](#)  
 Total look T-shirt → Stella Muser [↗](#)



## Whites

- White C001
- Natural Raw C054

## Colours

- Black C002
- New Misty Jade C735
- New Heritage Brown C730
- New Blue Ice C728
- Green Bay C144
- Bubble Pink C129
- Fraiche Peche C101
- Anthracite C253
- Worker Blue C088
- French Navy C727
- Lavender C063
- Burgundy C244

## Essential heathers

- New Heather Haze C731
- Eco-Heather C147
- Cool Heather Grey C146







New style Core

# Stella Ida STSW214

The women's zip-thru hoodie sweatshirt

Medium fit

XS - XXL

300 GSM

## Description

- Dropped shoulders
- Double layered hood in self fabric
- Embroidered eyelets
- Covered metal zip at centre front
- 1x1 rib at collar, sleeve cuffs and bottom hem

## Fabric & composition

Brushed  
100% organic ring-spun combed cotton

## Extra looks

- You might like
- Hoodie → Stella Nora [↗](#)
  - Crew neck → Stella Alma [↗](#)
- Family look
- Zip-thru hoodie → Cultivator 2.0 [↗](#)
  - Zip-thru hoodie → Mixer [↗](#)
- Total look
- T-shirt → Stella Muser Long Sleeve [↗](#)



## Whites

- White C001
- Natural Raw C054

## Colours

- Black C002
- French Navy C727
- New** Blue Ice C728
- Bubble Pink C129

## Essential heathers

- Cool Heather Grey C146



# The revolution continues

---





# The revolution continues

## Polos



**New** **Iconic**  
**Prepster 2.0** STPU222  
Medium fit  
XXS - 5XL  
240 GSM  
22 colours  
.76



**New** **Iconic**  
**Prepster 2.0 Long Sleeve** STPU223  
Medium fit  
XXS - 3XL  
240 GSM  
11 colours  
.78

## Short sleeve t-shirts



**New** **Core**  
**Freestyler Vintage** STTU073  
Relaxed fit  
XXS - 3XL  
240 GSM  
3 colours  
.80

## Long sleeve t-shirts



**New** **Core**  
**Creator 2.0 Long Sleeve** STTU199  
Medium fit  
XXS - 3XL  
180 GSM  
12 colours  
.82



**New** **Core**  
**Freestyler Long Sleeve** STTU200  
Relaxed fit  
XXS - 3XL  
240 GSM  
9 colours  
.84

## Crew neck sweatshirts



**New** **Core**  
**Radder 2.0** STSU208  
Oversized  
XXS - 3XL  
350 GSM  
10 colours  
.86



**New** **Core**  
**Radder 2.0 Vintage** STSU210  
Oversized  
XXS - 3XL  
350 GSM  
3 colours  
.88



**New** **Core**  
**Knoxer** STSU201  
Relaxed fit  
XXS - 3XL  
400 GSM  
6 colours  
.90

## Hoodie sweatshirts



**New** **Core**  
**Slammer 2.0** STSU209  
Oversized  
XXS - 3XL  
350 GSM  
10 colours  
.92



**New** **Core**  
**Slammer 2.0 Vintage** STSU211  
Oversized  
XXS - 3XL  
350 GSM  
3 colours  
.94



**New** **Core**  
**Striker** STSU202  
Relaxed fit  
XXS - 3XL  
400 GSM  
6 colours  
.96

## Zip-thru hoodie sweatshirts



**New** **Iconic Mid-Light**  
**Mixer** STSU205  
Medium fit  
XXS - 5XL  
280 GSM  
13 colours  
.98



**New** **Core**  
**Trucker 2.0** STSU204  
Medium fit  
XXS - 5XL  
280 GSM  
9 colours  
.100



**New** **Iconic Mid-Light**  
**Connector 2.0** STSU207  
Medium fit  
XXS - 5XL  
300 GSM  
7 colours  
.102

Leya - 173 cm - Size XS  
 Exaucer - 180 cm - Size L  
 Prepster 2.0 in Eco-Heather



New style Iconic

# Prepster 2.0 STPU222

The unisex polo

Medium fit

XXS - 5XL

240 GSM

## Description

Flat knit rib on collar and sleeve hem  
 Inside heavy single jersey back neck tape  
 Front placket with 2 buttons in matching body colour

## Fabric & composition

Piqué  
 100% organic ring-spun combed cotton

## Extra looks

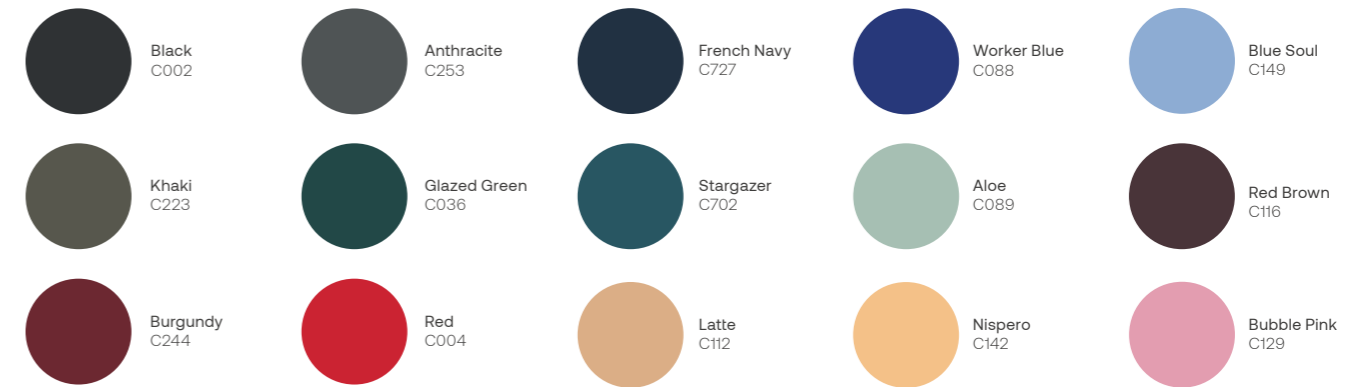
You might like [Polo → Prepster 2.0 Long Sleeve](#)



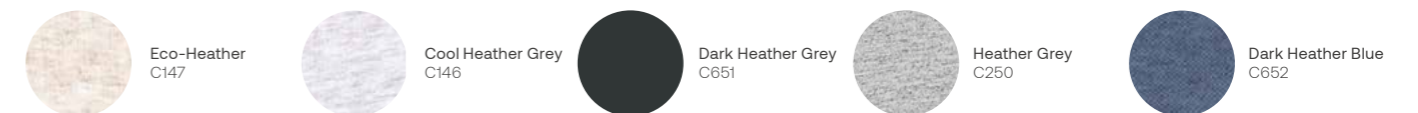
## Whites



## Colours



## Essential heathers





Yass - 186 cm - Size M  
Shad - 175 cm - Size XS  
Prepster 2.0 Long Sleeve in Khaki



New style Core

# Prepster 2.0 Long Sleeve STPU223

The unisex long sleeve polo

Medium fit

XXS - 3XL

240 GSM

## Description

Flat knit rib on collar  
Inside heavy single jersey back neck tape  
Front placket with 2 buttons in matching body colour  
Slit at side seams with heavy single jersey facing  
1x1 rib at sleeve cuffs

## Fabric & composition

Piqué  
100% organic ring-spun combed cotton

## Extra looks

You might like [Polo → Prepster 2.0](#)



## Whites



## Colours



## Essential heathers





New style Core

# Freestyler Vintage STTU073

The unisex garment dyed dry handfeel heavy t-shirt

Relaxed fit

XXS - 3XL

240 GSM



## Description

Set-in sleeve  
1x1 rib at collar  
Slightly rougher fabric characteristic  
Garment dyed product, each garment may vary in appearance  
Colour may bleed, follow our care label  
Read print recommendations carefully

## Fabric & composition

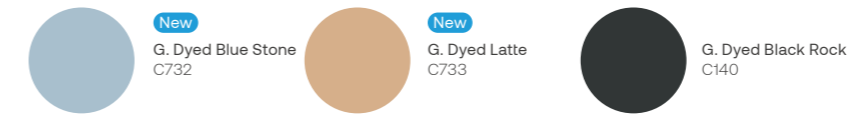
Single jersey  
100% organic carded cotton

## Extra looks

You might like [T-shirt → Freestyler](#)   
[T-shirt → Freestyler Long Sleeve](#) 



## Colours







New style Core



# Creator 2.0 Long Sleeve STTU199

The unisex long sleeve t-shirt

Medium fit

XXS - 3XL

180 GSM

## Description

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

## Fabric & composition

Single jersey  
100% organic ring-spun combed cotton

## Extra looks

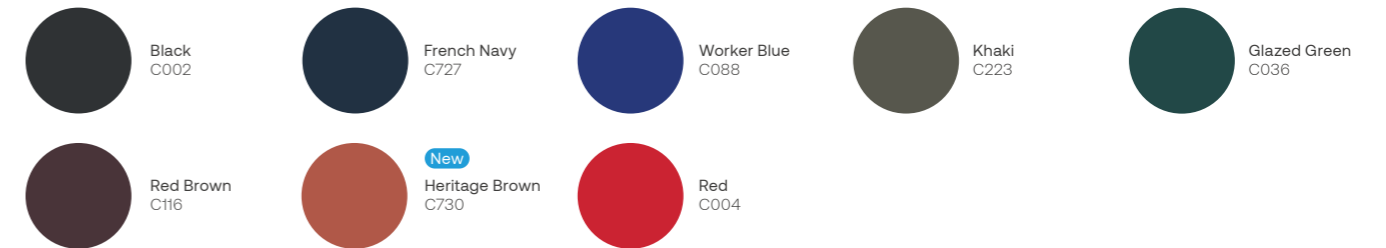
You might like  
T-shirt → Freestyler Long Sleeve [↗](#)  
T-shirt → Stella Muser Long Sleeve [↗](#)



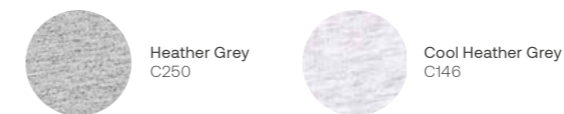
## Whites



## Colours



## Essential heathers



Li - 190 cm - Size L  
 Selina - 178 cm - Size XS  
 Freestyler Long Sleeve in Cool Heather Grey



New style Core



# Freestyler Long Sleeve STTU200

The unisex long sleeve dry handfeel heavy t-shirt

Relaxed fit XXS - 3XL

240 GSM

## Description

Set-in sleeve  
 1x1 rib at neck collar  
 Twin needle topstitch at sleeve cuffs and bottom hem  
 Inside back neck tape in self fabric  
 Slightly rougher fabric characteristic

## Fabric & composition

Single jersey  
 100% organic open-end cotton

## Extra looks

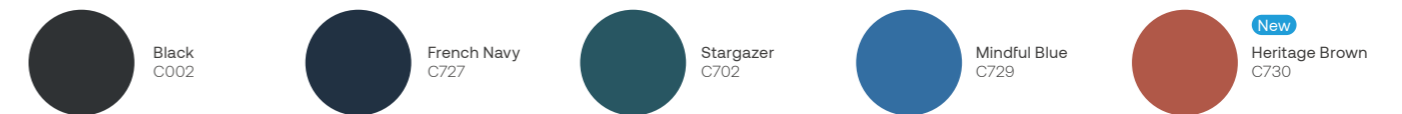
You might like T-shirt → Freestyler   
 Total look Bottoms → Jammer Dry



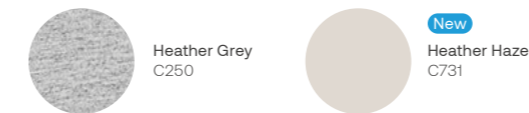
## Whites



## Colours



## Essential heathers







New style Core

# Radder 2.0 STSU208

The oversized crew neck sweatshirt

Oversized

XXS - 3XL

350 GSM

## Description

2x1 rib at collar, sleeve cuffs and bottom hem  
Twin needle topstitch on all seams  
Inside herringbone back neck tape  
Self fabric half moon at back neck

## Fabric & composition

Brushed  
100% organic ring-spun combed cotton

## Extra looks

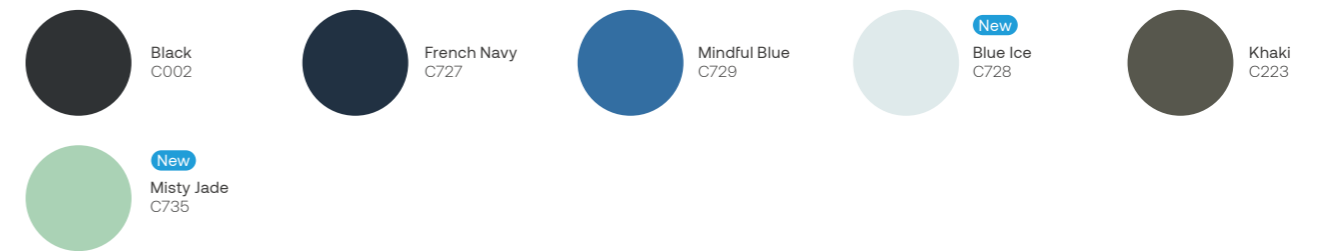
You might like Hoodie → Slammer 2.0



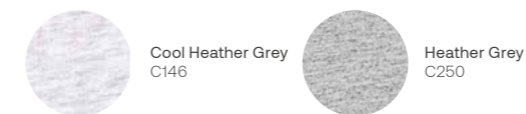
## Whites



## Colours



## Essential heathers





New style Core

# Radder 2.0 Vintage STSU210

The oversized garment dyed crew neck sweatshirt

Oversized

XXS - 3XL

350 GSM

## Description

2x1 rib at collar, sleeve cuffs and bottom hem  
Self fabric half moon at back neck  
Garment dyed product, each garment may vary in appearance  
Colour may bleed, follow our care label  
Read print recommendations carefully

## Fabric & composition

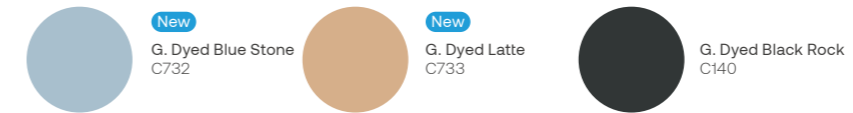
Brushed  
100% organic ring-spun combed cotton

## Extra looks

Total look T-shirt → Freestyler Vintage [↗](#)  
You might like Hoodie → Slammer 2.0 Vintage [↗](#)



## Colours







New style

Core



# Knoxer STSU201

The unisex relaxed raglan sweatshirt

Relaxed fit

XXS - 3XL

400 GSM

## Description

Raglan sleeves  
1x1 rib at collar, sleeve cuffs and bottom hem  
1x1 rib V-notch at collar  
1x1 rib side panels

## Fabric & composition

Brushed  
100% organic ring-spun combed cotton  
Heather Haze: 80% organic cotton

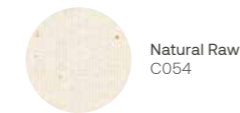
## Extra looks

Total look T-shirt → Freestyler

You might like Raglan hoodie sweatshirt → Striker



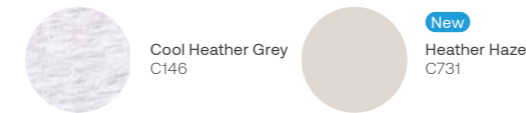
## Whites



## Colours



## Essential heathers





New style Core

# Slammer 2.0 STSU209

The oversized hoodie sweatshirt

Oversized

XXS - 3XL

350 GSM

## Description

Double layered hood in self fabric  
Flat drawcords in matching body colour  
Embroidered eyelets  
Twin needle topstitch on all seams  
2x1 rib at sleeve cuffs and bottom hem

## Fabric & composition

Brushed  
100% organic ring-spun combed cotton

## Extra looks

You might like Crew neck → Radder 2.0



## Whites



White  
C001



Natural Raw  
C054

## Colours



Black  
C002



French Navy  
C727



New  
Mindful Blue  
C729



New  
Blue Ice  
C728

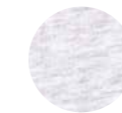


Khaki  
C223

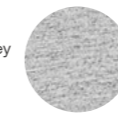


New  
Misty Jade  
C735

## Essential heathers



Cool Heather Grey  
C146



Heather Grey  
C250







New style Core

# Slammer 2.0 Vintage STSU211

The oversized garment dyed hoodie sweatshirt

Oversized

XXS - 3XL

350 GSM

## Description

2x1 rib at collar, sleeve cuffs and bottom hem  
Twin needle topstitch on all seams  
Inside herringbone back neck tape  
Garment dyed product, each garment may vary in appearance  
Colour may bleed, follow our care label  
Read print recommendations carefully

## Fabric & composition

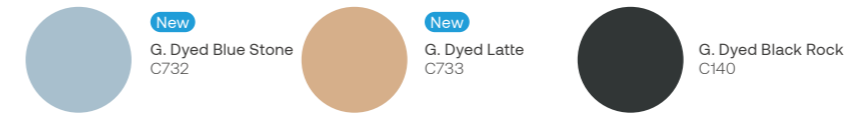
Brushed  
100% organic ring-spun combed cotton

## Extra looks

You might like Crew neck → Radder 2.0 Vintage ↗



## Colours





New style Core

# Striker STSU202

The unisex relaxed raglan hoodie sweatshirt

Relaxed fit

XXS - 3XL

400 GSM

## Description

Raglan sleeves  
Double layered hood in self fabric  
1x1 rib at collar, sleeve cuffs and bottom hem  
1x1 rib side panels  
1x1 rib at pocket openings

## Fabric & composition

Brushed  
100% organic ring-spun combed cotton  
Heather Haze: 80% organic cotton

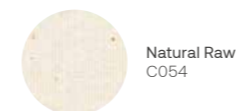
## Extra looks

Total look T-shirt → Freestyler

You might like Crew neck → Roller



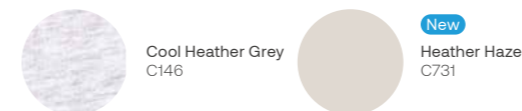
## Whites



## Colours



## Essential heathers





New style Iconic Mid-Light

# Mixer STSU205

The iconic mid-light unisex zip-thru hoodie sweatshirt

Medium fit

XXS - 5XL

280 GSM

## Description

Self fabric lined hood  
Embroidered eyelets  
1x1 rib at sleeve cuffs and bottom hem  
Exposed metal zip at centre front

## Fabric & composition

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

## Extra looks

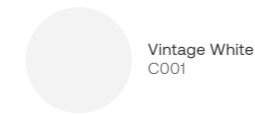
Family look Zip-thru hoodie → Connector 2.0



## Whites



White  
C001



Vintage White  
C001

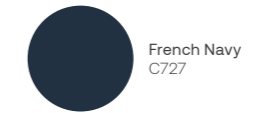
## Colours



Black  
C002



Anthracite  
C253



French Navy  
C727



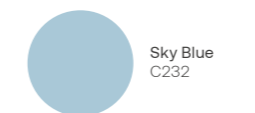
Khaki  
C054



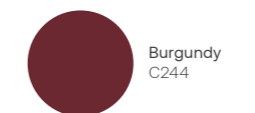
Bottle Green  
C224



Royal Blue  
C230



Sky Blue  
C232



Burgundy  
C244



Red  
C004



Cotton Pink  
C005

## Essential heathers



Heather Grey  
C250





New style Core

# Trucker 2.0 STSU204

The unisex quarter zip sweatshirt

Medium fit

XXS - 5XL

280 GSM

## Description

Self fabric mock neck collar  
Quarter zip at centre front  
1x1 rib at sleeve cuffs and bottom hem  
Twin needle topstitch at armhole, sleeve cuffs and bottom hem  
Herringbone tape at inside back neck and at inside of zipper

## Fabric & composition

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

## Extra looks

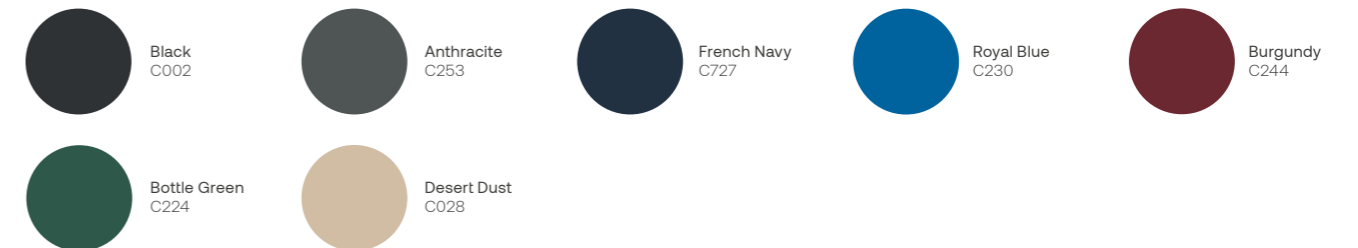
- You might like
- Hoodie → Drummer 2.0 [↗](#)
  - Crew neck → Roller [↗](#)
  - Zip-thru hoodie → Mixer [↗](#)



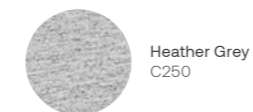
## Whites



## Colours



## Essential heathers





New style Iconic Mid-Light



# Connector 2.0 STSU207

The iconic mid-light unisex zip-thru hoodie sweatshirt

Medium fit

XXS - 5XL

300 GSM

## Description

Self fabric lined hood  
Embroidered buttonhole eyelets  
1x1 rib at sleeve cuffs and bottom hem  
Exposed metal zip at centre front

## Fabric & composition

French terry  
85% organic ring-spun combed cotton  
15% recycled polyester

## Extra looks

You might like Hoodie → Archer   
Crew neck → Matcher



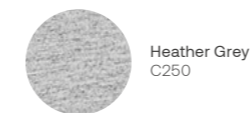
## Whites



## Colours



## Essential heathers





# Line extensions

---





# T-shirt line extensions



Creator 2.0  
STTU169



Sparker 2.0  
STTU171



Freestyler  
STTU788



Crafter  
STTU170



The iconic unisex  
t-shirt



The unisex relaxed  
t-shirt



The unisex dry  
handfeel t-shirt



The iconic mid-light  
unisex t-shirt



# Sweatshirt line extensions



Changer 2.0  
STSU178



Cruiser 2.0  
STSU177



Drummer 2.0  
STSU168



Roller  
STSU868



The iconic unisex crew neck sweatshirt



The iconic unisex hoodie sweatshirt



The iconic mid-light unisex hoodie sweatshirt



The iconic mid-light unisex crew neck sweatshirt



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)

---