

APPAREL AND ACCESSORIES

Stella McCartney creates romantic collection with pop star

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Stella McCartney designed a capsule collection with singer/songwriter Taylor Swift. Image credit: Stella McCartney

By STAFF REPORTS

British fashion label Stella McCartney is visually interpreting a new pop album in a capsule collection designed with singer-songwriter Taylor Swift.

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Inspired by personal friend Ms. Swift's latest release, "Lover," the designer lent her talents to a colorful collection of concert merchandise, including two limited-edition Stella McCartney pieces. Fans can shop the line at New York's The Lover Experience pop-up shop and online.

Creative collaboration

The #StellaXTaylorSwift line includes tie-dyed tees, sweatshirts and airbrushed jackets in soft shades of pastel pink and blue. Sustainable organic cotton was used throughout, echoing Stella McCartney's eco-conscious credentials.

Some of the pieces also include photos of Ms. Swift and her lyrics from "Lover," including the line "like a Tennessee Stella McCartney" from the song "London Boy."

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Stella x Taylor Swift, it's sustainable and it's yours soon! Sign up to be the first to know when it arrives at the link in bio and tune in to @TaylorSwift's YouTube channel at 5pm EST tomorrow to see Stella and Taylor reveal more! #StellaxTaylorSwift #StellaMcCartney #TaylorSwift

A post shared by Stella McCartney (@stellamccartney) on Aug 21, 2019 at 10:47am PDT

The pair have been teasing the collections on social media.

The limited-edition line available on Ms. Swift's Web site and pop-up retail for \$60 and up, and include a digital album of "Lover," making Stella McCartney apparel accessible but exclusive. The pop-up runs through Aug. 25.

Ms. McCartney and Ms. Swift also designed two pieces for the luxury label, which are available online or at Stella McCartney's New York and London boutiques.

A cream-colored Stella x Taylor Swift logo mini bag made with leather alternatives retails for \$795, while an airbrushed bomber jacket with rhinestone detailing is priced at \$1,195.

Ms. McCartney, daughter of The Beatles' Paul McCartney, has looked to musical inspiration in the past for limited collections.

After seeing a remastered version of "Yellow Submarine" last year, Ms. McCartney was inspired by the film's message of togetherness and decided to create a line based on the 50-year-old movie.

The All Together Now collection features imagery from the animated movie as well as the likenesses of the Beatles on jackets, shirts, dresses and sweaters. German artist Heinz Edelmann hand drew the film's colorful animations ([see story](#)).

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