

APPAREL AND ACCESSORIES

Stella McCartney meditates on womanhood for spring 2024

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The brand paints a vision of a surrealist haven where women of all ages can step away from societal expectations. Image credit: Stella McCartney

By EMILY IRIS DEGN

British fashion house [Stella McCartney](#) is taking a walk into the Lady Garden, per the name of its flower-season collection.

For spring 2024, the label is presenting a meditation on womanhood. Made of 90 percent responsible materials and dancing with floral motifs, the ready-to-wear selection continues Stella McCartney's tradition of uplifting nature, conscious design and feminism.

Flower power

Stella McCartney's Lady Garden paints a vision of a surrealist haven where women of all ages can step away from societal expectations.

The collection captures this feeling of emancipation, framed as a judgment-free sanctuary in the form of fashion. References are made to the natural world, animals and the overall female experience.

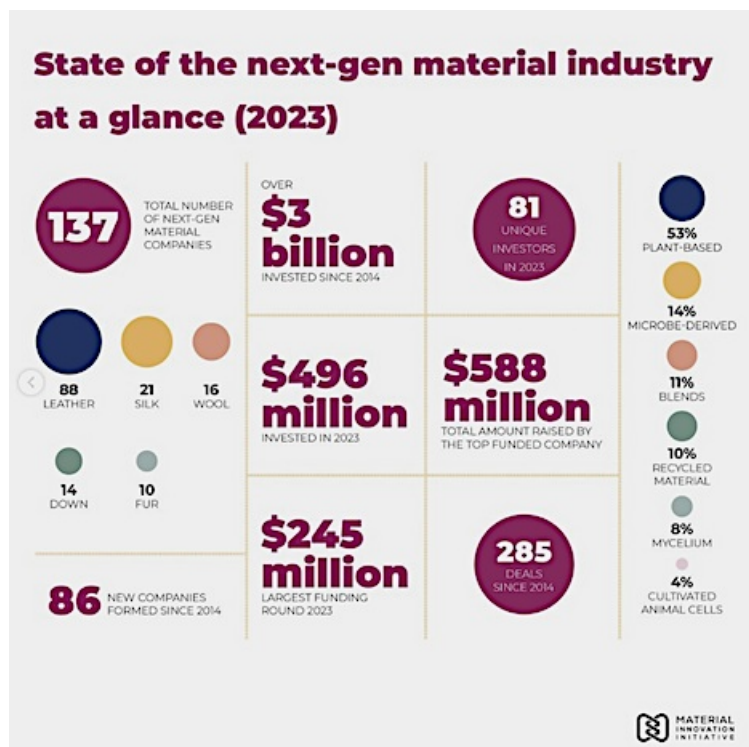


The collection features both vibrant colors and delicate shades. Image credit: Stella McCartney

Nearly all of the collection's styles are made from responsible materials, including Global Organic Textile Standard-certified organic cotton and silk, regenerative cotton, forest-friendly viscose, recycled nylon, Global Recycled Standard recycled cashmere, recycled polyester, Responsible Wool Standard wool from traceable sources and Responsible Alpaca Standard alpaca wool.

This is not a new project for the brand, which often touts sustainability and champions the development of green alternatives to traditional materials (see story). Often, collections are revealed alongside new fabric innovations, from vineyard-waste alternative leather to banana “denim” (see story).

As sustainable materials are in short supply and in need of further investment (see story), Stella McCartney stands out for its longstanding support.



Stella McCartney is engaging with a growing industry, fueling critical sustainable advancements: Material Innovation Initiative

For spring 2024, accessories are made with Appleskin, a vegan version of crocodile skin. Vegea, a fabric made from grape waste, is also used.

The new Frayme mini bucket bag is comprised of Mirum, a plant-based, circular, plastic-free animal leather alternative.

Other bags have been reimagined, such as the Logo, which now comes as a crescent mini hobo version. The classic Falabella now has a slouchy bucket style too.

Footwear sees some newness too, such as the Elsa shoe, known for its sculptural heels that draw upon archival designs. They have fresh, pointed pumps, mules and ankle boots to choose from for the season.



Capas and masculine silhouettes define the ready-to-wear, granting it a unisex quality. Image credit: Stella McCartney

The Ryder fluffy pump features springtime tones, and has a ballet flat rendition, in line with one of the biggest trends sweeping the industry (see story). The reimagined Falabella over-the-knee boot is done in sand-woven vegan suede, while the Iconics evening shoe has crystal straps, mirrored metallics and sharp stilettos.

The evening edit, as a whole, also includes apparel for spring 2024, such as floor-length t-shirt dresses accented by lead-free

crystal chokers, capes, smoking jackets and asymmetric cap-sleeved raspberry gowns in forest-friendly viscose jersey fabric. Tuxedo dresses and formal shirts inspired by menswear join the bunch, made from organic cotton pique and silk chiffon.

Halter-neck dresses in ultra-light, crinkled organic chiffon, pussy-bow shirts, jersey t-shirts and deconstructed skirts are splashed with the collection's hero print, the Lady Garden floral motif.



The Lady Garden collection brings brightly colored flowers to luxury clothing. Image credit: Stella McCartney

Hand-drawn at the London atelier, the surrealist artwork references nature and female anatomy, bringing to life the themes at play in the entire line.

"Broderie anglaise" flowers pop up on linen-cotton dresses, masculine tops and mini t-shirt dresses. The Daisy jacquard print is also apparent on forest-friendly viscose halter-neck dresses, decorated with floral Cornely embroidery.

Additionally, the Stella animal print is revisited on long t-shirts, organic cotton denim and flared pants.

Homaging the personal wardrobe of Ms. McCartney herself, day-to-night corsets reminiscent of 1990s fashion, crystal cut-out trousers and plenty of denim options are part of the collection.



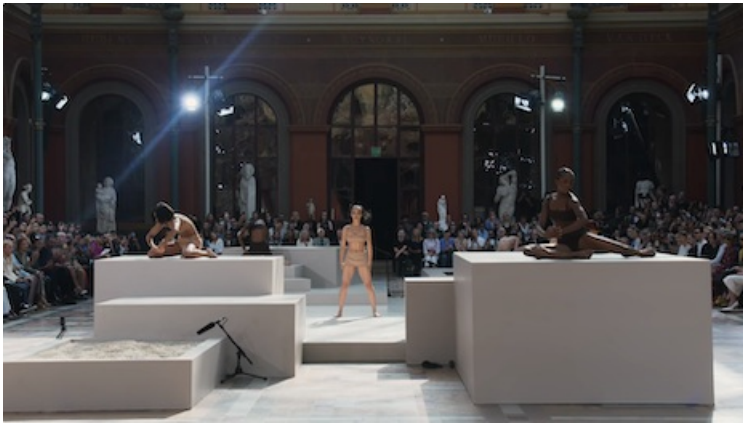
Cargo looks bring an "American attitude" to the collection, matching Ms. McCartney's personal style. Image credit: Stella McCartney

American aesthetics also appear via bright-blue poplin dresses crafted in organic cotton, cropped jackets with large cargo pockets, belted trousers, voluminous parkas and letterman jackets. This last item is adorned with a new "S" varsity symbol, made from responsibly sourced regenerative wool, and Alter Mat vegan leather sleeves.

Femininity and fashion

The female experience has been a frequent topic of discussion in luxury campaigns, with many grounding advertising narratives around what it means to be a woman living in a male-dominated world.

French fashion house Dior is the most recent to do so, putting historic archetypes under the microscope ([see story](#)).



Valentino's fashion show likewise centered on the female form, sensuality and body positivity. Image credit: Valentino

In physical presentations, some are weaving these stories into shows.

Italian fashion house Valentino took to Paris Fashion Week with this attitude, tapping British singer-songwriter FKA Twigs. The singer's "Unearth Her" performance brought together eco-feminism, body positivity and creative director Pierpaolo Piccioli's emphasis on raw materials ([see story](#)).

Now, Stella McCartney keeps the discussion going.

Age is a topic specifically brought up in the brand's press release, which states that the collection celebrates women at every stage of life.



Though the models for spring 2024 are young, older women are honored through the themes at play. Image credit: Stella McCartney

The move could appeal to the core luxury consumer, who tends to be female and part of older generations. Prestige peers have been making appeals to the segment in their choice of collaborators.

Spanish fashion label Loewe is among them, casting 88-year-old British actress Maggie Smith for its spring/summer 2024 precollection campaign ([see story](#)). French fashion house Balenciaga named 61-year-old Malaysian actress Michelle Yeoh as a brand ambassador not long after ([see story](#)).

While Stella McCartney lists age inclusion as a key piece of the spring 2024 puzzle, the models involved in the visuals for the collection are noticeably young. This combination could allow the brand to walk the line between nodding to older, traditional customers, and engaging with millennials and Gen Z, a demographic predicted by global consulting firm Bain & Company to make up a third of the luxury market by 2030.