

The people. The point of view.



THE BEGINNING

Stella McCartney

Stella McCartney launched her namesake house in 2001 and built its identity around luxury fashion without leather, fur, feathers or exotic skins in the core fashion business, alongside continuing material innovation. The brand spans ready-to-wear, Falabella and other handbags, footwear, accessories and jewelry. Use 2001 as the house launch. Sustainability materials have evolved substantially, so composition and material technology can help date a piece. New digital-product-passport initiatives should be verified at item level and never assumed to exist on older products. The 2026 Bugaboo collaboration begins a multi-year partnership and expands legitimate Stella McCartney-branded category coverage to strollers and parenting accessories. It is a partner-manufacturer product program, not a diffusion line.

FOUNDED

2001

ORIGIN

London, United Kingdom

WHY THE DETAILS MATTER

Modern Stella McCartney product pages use style/product references that can be matched to silhouette, material and color. Sustainability and digital-product information may add provenance context on participating products, but the style reference itself is not a unique authentication serial. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Stella McCartney care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

Stella McCartney

Parent designer label / mainline

Ready-to-wear, bags, footwear, accessories and beauty.

Stella McCartney Kids

Children's category line

Baby, girls' and boys' ready-to-wear, activewear, swimwear, vegan shoes, bags and accessories.

adidas by Stella McCartney

Ongoing collaborative performance line

Performance apparel, sneakers, boots and accessories.

Stella McCartney mainline is the parent designer label. Stella McCartney Kids is the children's category line. adidas by Stella McCartney is a long-running collaborative performance line with its own sportswear product system.

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A story in chapters

2001

Stella McCartney

House origins · Stella McCartney

COLLECTION CONTEXT

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

STELLA McCARTNEY Size 10.5 Brown Faux Leather Peep Toe Ankle Strap Sandals

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

STELLA McCARTNEY · Made in Italy

02 / HOW TO USE IT

The insole label supplies the house name and manufacturing wording. Pair this view with the outsole and upper when comparing the shoe’s construction.

03 / WHAT TO CHECK NEXT

Do not infer the materials from a leather-like appearance. Request the material markings or original product description before specifying the upper and lining.

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SOURCES / SEPTEMBER 2026 EDITION

Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- https://www.stellamccartney.com/on/demandware.static/-/Library-Sites-StellaMcCartneySharedLibrary/default/dw414f7599/report/SMC25_2025_10_SMC_Sustainability_Statement_2024_v2.pdf

https://www.stellamccartney.com/sa/en/stellas-world/about-stella-mccartney.html

https://www.stellamccartney.com/se/en/sustainability/sustainability-timeline.html

https://www.stellamccartney.com/

https://www.stellamccartney.com/us/en/kids

https://www.stellamccartney.com/us/en/adidas

https://www.vogue.com/fashion-shows/designer/stella-mccartney

https://suigenerisconsignment.com/products/stella-mccartney-size-10-5-brown-faux-leather-peep-toe-ankle-strap-sandals

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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