Stella McCartney signs kidswear deal with Italy's Simonetta

By Sandra Halliday - 21 February 2021

Stella McCartney has struck a long-term global kidswear licensing deal with Italy’s Simonetta, which specialises in the category. Simonetta will develop, manufacture and distribute Stella McCartney Kids from SS22.

McCartney expects the deal, which takes in both clothing and accessories, to spark fast growth for the kids’ business. The company sees it as a major step forward with the potential for big growth internationally.

And Simonetta, which makes its own label as well as a number of third-party brands, sees it as a key move in the development of its own business.

McCartney has close links with Italian manufacturers so it's unsurprising that it has signed with an Italian specialist.

The offer will continue to focus on the sustainability credentials that are a key part of the overall Stella McCartney brand.

The remit for the new deal is a wide one with the kids’ business including clothing from newborns up to the age of 16. It will be sold in multibrand stores as well as in McCartney’s own shops.

Stella McCartney CEO, Gabriele Maggio, said: “This new partnership with Simonetta will take Stella McCartney Kids to the next level by combining a high level of knowledge and expertise in the category – increasing the brand’s positioning and growth potential across international markets.”

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