

## Stella McCartney launches first men's swim collection

By [Barbara Santamaria](#) - January 12, 2018

This January, Stella McCartney will launch her first complete men's swim collection, including everything from boxers and briefs to towels and beach bags.

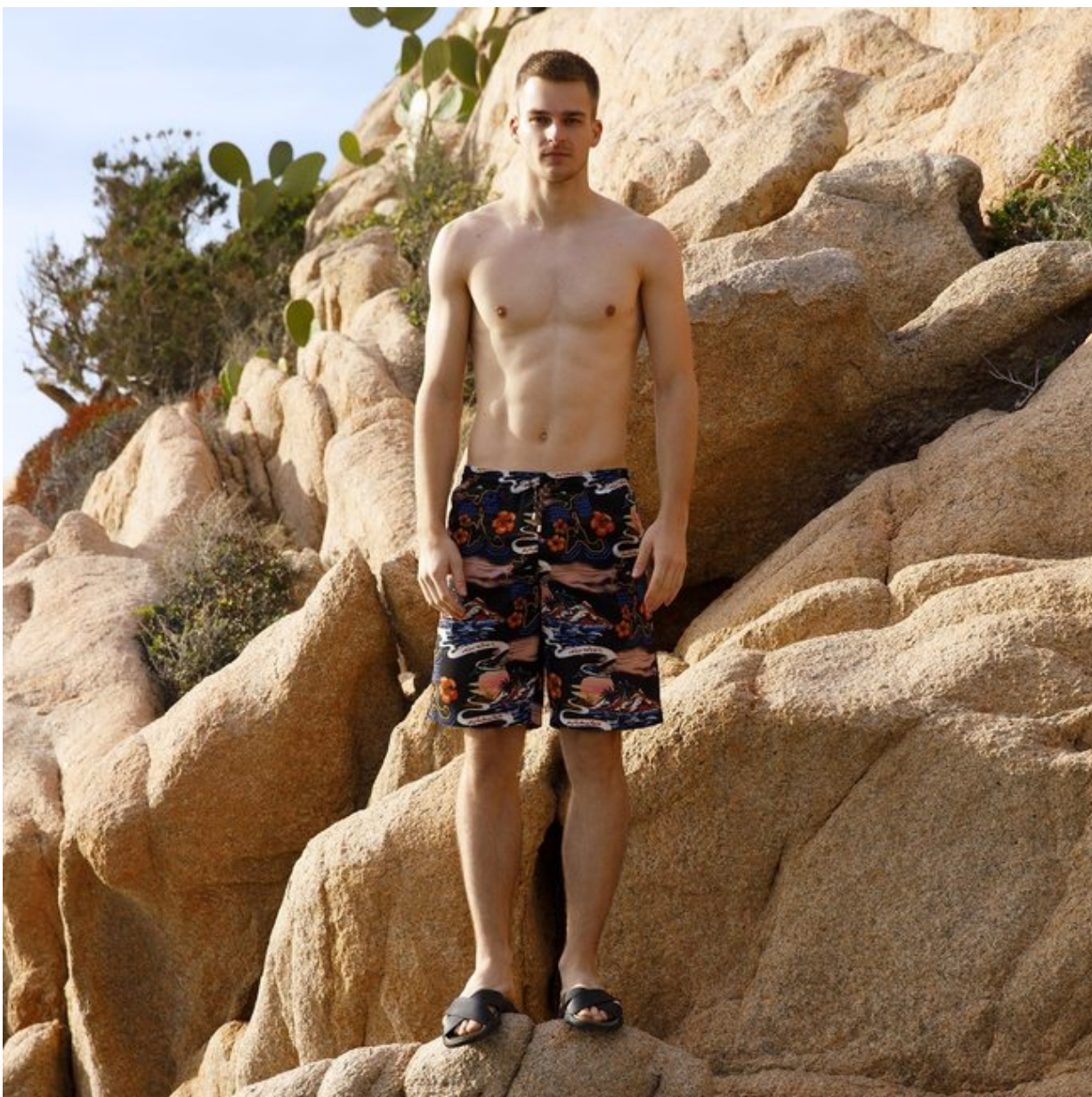


Photo:

Stella McCartney

In line with the brand's sustainability ideals, the range has been crafted from

materials such as organic cotton and recycled nylon, with the colour palette including shades of lavender, yellow, blush pink, bottle green, electric blue and hot orange.

A tropical print from the women's SS18 ready-to-wear collection is joined by bold patterns such as animal print, star embroidery and a geometric pattern that mimics a silk scarf. Coloured mountaineering cords are looped through everything.

Surfing, paradise and wild nights inspired the range, which will retail from £145 for t-shirts to £235 for rash guards. It will also include natural canvas bags in two styles, created in partnership with the Ethical Fashion Initiative's Kenyan hub.

The bags, a large tote and a drawstring style, are made from cotton from East African farms, woven in Kenya where artisans custom dye and screen print the Stella logo before hand-stitching the design together. The project focuses on reducing global poverty.

The Stella McCartney men's swill collection will be available online and in Stella McCartney boutiques as well in specialty stores and retailers such as Harrods and Mr Porter.

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