

Stella Pardo

FW21



STELLA PARDO

PARIS

STELLA PARDO's team is proud to present its AW21 collection, all based on smoothness. Entitled "A Sunday in the country", the collection is inspired by the weekends the designer, Cinthya Guerrero, spent in the countryside during the pandemic.

Confined inside her Parisian flat with her husband and her two children during lockdown, Cinthya felt the urge to escape from the city and its concrete buildings, as many other people. When the French government lifted travel restrictions, she took trips to the East of France to enjoy some precious moments with her family, surrounded by nature. Lunches in the fields, vegetables harvested from the garden, long walks in the woods with her children... The designer went back to true values: family, memories and land. "The countryside feels incredibly soothing after such a long time spent in the urban greyness," she says. "That's what this collection is about. A need for peacefulness, nature and sweetness." Each piece is made like a protective envelope to wrap up around one's shoulders, from the long white cardigans to the oversized alpaca wool knits.





*Connect
with
nature*

Softness
Benevolence
Tenderness

03



04

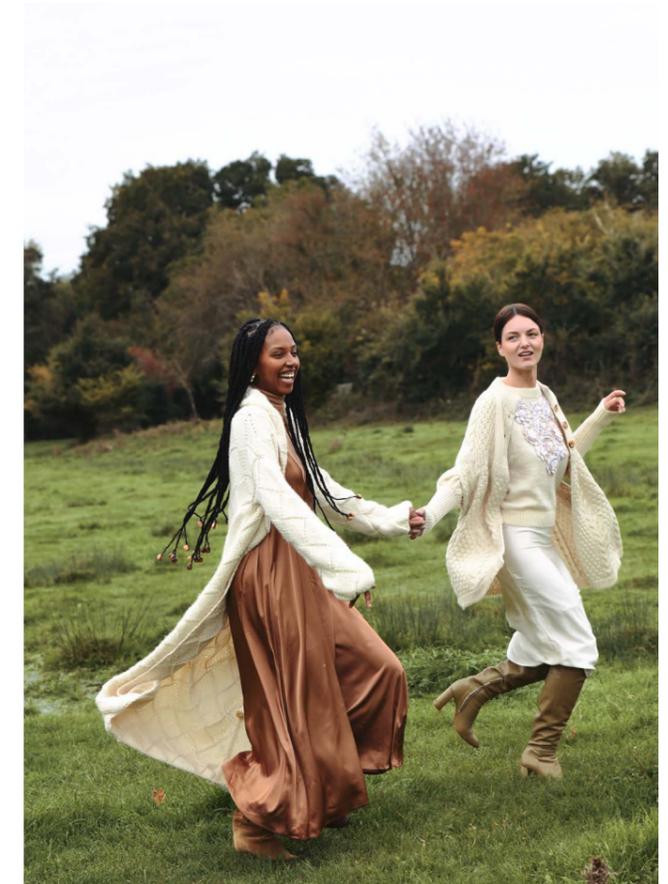


STELLA PARDO

PARIS



Women empowerment



To reflect this state of mind, but also to overcome the difficulty to create a whole collection far away from her Peruvian workshops and her artisans because of covid restrictions, the designer had the idea to go through STELLA PARDO's archives and to bring back to the front scene its most iconic pieces.

"It was the first time ever that I couldn't travel to Peru to choose, feel, and explore fabrics," she explains. "In my creative process, I'm always inspired by materials, by people I meet, and by my artisans' skills. But this time, I was alone at home.

So, I delved into my archives, pretending to be in my Peruvian workshop and therefore getting a real connection with materials."



STELLA PARDO

PARIS

Fair
Luxury



05



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For days and days, Cinthya cut, detached, oversewed, stitched, and embroidered dozens of knits that were carefully piled up in boxes since a decade. For instance, she took some floral details from a leatherette dress she created back in 2011, and sewed them around the neckline of a new alpaca wool jumper with puffy sleeves, available in black and white colors. And voilà the Béatriz jumper!

Through this recycling system, the designer wanted to spotlight the sustainability of STELLA PARDO's items. Thanks to their timeless and sophisticated designs, the brand's knits are made to last and to resist to passing trends. They are all handmade by our talented Peruvian artisans, which ensure their exceptional quality. This collection also provides a wide selection of textures: mesh, silk, velvet and pima cotton merge perfectly together into elegant silhouettes.

Once she designed her patterns in her Parisian studio at 51 rue de Turenne, Cinthya had to launch the production in Peru remotely, coping with distance thanks to video calls and phone calls, and guiding her knitters through her phone. The designer and her group leaders had to deal with time-zone differences between Paris and Lima, staying up late in front of their cameras. She watched each and every movement from each knitting needle, advising a knitter to adapt the tense in her wrist to get a tighter mesh, or advising another one to test a new pattern.



Stella Pardo

**Each piece is
entirely hand-
made in Peru by our
self-employed
knitters.**

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09



STELLA PARDO

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Stella Pardo



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**Our collections always respect our three core principles:
fair trade, French quality and elegance and
respect of ancestral traditions.**



As the production of this collection was a daunting task, Rubens, who was working for STELLA PARDO when it was launched in 2009, went in Cuzco – the Incas’ historical capital city – to recruit more knitters and open there a new workshop. The installation of this new network of artisans in such a place enabled the brand to meet its core missions: offering employment opportunities to marginalized people in developing countries and fostering women empowerment thanks to a self-employment system, through which each knitter can decide of the price of their work.

This winter, get ready to be wrapped up with STELLA PARDO’s soft and warm handmade pieces, full of love and tenderness.

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STELLA PARDO
PARIS





*Iconic and
timelessness
pieces*



Stella Pardo's alpaca wool jumpers feel like wrapping up into a warm protective envelope.

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STELLA PARDO

PARIS



Softness, family, nature... « A Sunday in the country » is a collection inspired by true values, such as sharing and benevolence



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