

“Love your perfect contradictions

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Our personality evolves, transforms and questions itself. It shifts over time, with experiences and, at times, even throughout a single day. Stradivarius turns this reality into the core of its new narrative. With Love your perfect contradictions, the brand invites us to embrace all the versions that define us: to choose yes and no, to follow the plan or break it, to stay in or go out. Because it's not about deciding once, or choosing just one path — it's about accepting that within contradiction there is also identity, style and truth.

This idea is translated into the editorial through everyday scenes that explore choice and its opposite. Simple moments give way to opposing decisions — follow the plan or break it, stay or go — in an aesthetic that blends the polished with the spontaneous, reflecting the constant duality of real life.

The collection supports this concept through lightweight silhouettes and defined volumes. Balloon trousers, fluid skirts and relaxed denim are paired with striped sets and structured tops, particularly in halter cuts.. Delicate fabrics, subtle sheerness and touches of shine add contrast, while blazers and trench coats in neutral tones reinterpret tailoring in a contemporary way. Bags, sunglasses and scarves complete a versatile and modern proposal.