STRADIVARIUS

The Usuals

/30 September, 2025

The brand presents an editorial that combines analog and digital photography, set against a backdrop that evokes the streets of Britain. This setting enhances the diversity and strength of each style, highlighting the unique personality of the protagonists. Each of them embodies a different character: the Fashion Victim, bold and always on top of the latest trends; the Preppy, impeccable and elegant in every detail; and the Boho Chic, whose looks speak louder than words.

Stradivarius' latest collection breathes British inspiration. A trend that began to emerge in September and now takes shape this season with fabrics like corduroy, knitwear, and classic argyle patterns. The proposal includes jackets in greens and browns, checked sweaters in ochre tones, and faux leather pieces that update essentials such as trench coats and wide-leg trousers. Among the must-haves are waxed jackets and the skort skirt, making a comeback after its viral success—now reimagined in suede fabric.