# Albaray reshapes women’s fashion with stylish, pocket-rich designs for midlife shoppers



Albaray is revolutionising the high street with a refreshing take on women's fashion that prioritises comfort, style, and functionality. Founded by three former executives from Warehouse—Paula Stewart, Kirstie Di Stazio, and Karen Peacock—the brand emerged during a challenging time in the retail sector. As stores closed their doors in response to the pandemic, this trio turned their shared vision of modern fashion into reality. Today, Albaray is quickly becoming a favourite among savvy midlife shoppers who appreciate both aesthetics and practicality in their wardrobes.

At the heart of Albaray’s appeal lies a commitment to effortlessly stylish designs that cater to various body types. The brand's clothing collections boast features that have become increasingly rare in women’s fashion—most notably, an abundance of pockets. This functionality, alongside well-cut sleeves and forgiving waistlines, appeals to a demographic seeking both comfort and chic style. As Peacock notes, “Not everybody is the perfect size, 8, 10, 12, 14, but people are in between,” demonstrating a conscious effort to be inclusive in their designs.

Albaray’s collection includes a mix of versatile pieces such as coordinated sets, denim, and dresses. Customers will find everything from flattering wide-legged trousers and elegant tiered dresses to classic tees that easily mix and match. The colour palette ranges from timeless neutrals to trending shades like vanilla yellow, ensuring that there is something to suit every taste. This deliberate choice in aesthetic aims to create a hard-working capsule wardrobe that can be adapted for various occasions.

Recent expansions have seen Albaray open its first high street store in Chichester, a move that allows the brand to strengthen its customer relationships through in-person interactions. Di Stazio expresses excitement about this development, stating, “It's wonderful to talk to them face-to-face in your own environment.” This new location complements Albaray's online presence, which has also begun to flourish through partnerships with retailers like Marks & Spencer and John Lewis. Such collaborations have expanded Albaray’s reach, providing consumers with access to sustainable fashion without compromising on quality.

In a market increasingly concerned with sustainability, Albaray stands out by prioritising eco-friendly materials in its clothing. Partnering with the Jungle Fit collective for store design, the brand demonstrates a commitment to reducing its environmental footprint while providing stylish options for the conscientious consumer. Their focus on ecological responsibility resonates with a growing segment of the population that values not just how fashion looks but how it impacts the planet.

Feedback from their online community has been instrumental in shaping Albaray’s collections. To illustrate, the popular leopard-print dress was redesigned after customer input highlighted fit issues for fuller figures. By incorporating elastic into the design and adjusting the seam position, Albaray exemplifies what it means to listen to customer needs. Such engagement not only enriches the product offering but also fosters a loyal customer base that appreciates the thoughtful approach behind their garments.

At the end of the day, Albaray caters to a modern woman who seeks quality and style in her wardrobe. The brand’s determination to include features such as pockets, often dismissed by larger retailers due to cost, reflects a nuanced understanding of their clientele. As Peacock aptly concludes, “We said, ‘We're having pockets!’ And we had such an amazing response from customers.” This speaks volumes about Albaray's mission: to create clothing designed by women, for women.

As Albaray continues to expand its presence with additional high street stores and retail partnerships, the brand is poised to make an even greater impact in the fashion industry. By combining stylish, functional designs with a commitment to sustainability, Albaray not only addresses the needs of its customers but also sets a benchmark for the future of women's fashion.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/femail/article-14762345/fashion-expert-anti-ageing-outfits-woman-summer-tips-albaray.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.dailymail.co.uk/femail/article-14762345/fashion-expert-anti-ageing-outfits-woman-summer-tips-albaray.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/femail/article-14762345/fashion-expert-anti-ageing-outfits-woman-summer-tips-albaray.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.dailymail.co.uk/femail/article-14762345/fashion-expert-anti-ageing-outfits-woman-summer-tips-albaray.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 3 – [[3]](https://fashionunited.com/news/retail/albaray-opens-first-high-street-store-in-the-uk/2023121157304), [[6]](https://www.theindustry.fashion/albaray-adds-fenwick-to-its-retail-partner-line-up/), [[7]](https://www.drapersonline.com/news/ex-warehouse-execs-brand-albaray-on-year-one)
* Paragraph 4 – [[4]](https://www.marksandspencer.com/l/brands/albaray), [[5]](https://www.johnlewis.com/brand/albaray/_/N-lt1l)
* Paragraph 5 – [[2]](https://www.dailymail.co.uk/femail/article-14762345/fashion-expert-anti-ageing-outfits-woman-summer-tips-albaray.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://www.theindustry.fashion/albaray-adds-fenwick-to-its-retail-partner-line-up/)
* Paragraph 6 – [[2]](https://www.dailymail.co.uk/femail/article-14762345/fashion-expert-anti-ageing-outfits-woman-summer-tips-albaray.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.johnlewis.com/brand/albaray/_/N-lt1l)

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## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14762345/fashion-expert-anti-ageing-outfits-woman-summer-tips-albaray.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.dailymail.co.uk/femail/article-14762345/fashion-expert-anti-ageing-outfits-woman-summer-tips-albaray.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Albaray, a women's fashion brand, offers stylish and comfortable clothing with features like pockets, well-cut sleeves, and forgiving waistlines. Their designs are versatile, suitable for various occasions, and cater to different body types. The brand was founded by Paula Stewart, Kirstie Di Stazio, and Karen Peacock, former executives from Warehouse, aiming to provide quality clothes at good value. Albaray's collections include matching sets, denim, dresses, and skirts in timeless colours, focusing on ease and comfort for women of all sizes.
3. <https://fashionunited.com/news/retail/albaray-opens-first-high-street-store-in-the-uk/2023121157304> - Albaray, the women's fashion brand, has opened its first high street store in Chichester, UK. The 1,300-square-foot store offers a full brand experience and showcases Albaray's contemporary apparel. The store's design supports the brand's sustainability commitment, collaborating with the Jungle Fit collective, an award-winning commercial store design and fit-out company that prioritises eco-friendly materials and a carbon-neutral approach.
4. <https://www.marksandspencer.com/l/brands/albaray> - Albaray, a sustainable women's fashion brand, is available at Marks & Spencer. The collection includes versatile styles such as wear-anywhere dresses, feel-good denim, and tops, all crafted with responsibly sourced fabrics. Albaray's designs cater to women who love fashion but are conscious of its environmental impact, offering quality clothing that doesn't compromise on sustainability.
5. <https://www.johnlewis.com/brand/albaray/_/N-lt1l> - Albaray, a responsible women's fashion brand, offers a range of clothing at John Lewis & Partners. The collection features versatile styles made with sustainability in mind, including wear-anywhere dresses, feel-good denim, and tops crafted from responsibly sourced fabrics. Albaray's designs cater to women who love fashion but are conscious of its environmental impact, providing quality clothing that doesn't compromise on sustainability.
6. <https://www.theindustry.fashion/albaray-adds-fenwick-to-its-retail-partner-line-up/> - Albaray, the contemporary women's fashion brand, has expanded its retail presence by adding Fenwick to its partner line-up. The brand will open concessions in Fenwick's Newcastle, Canterbury, Tunbridge Wells, and Bracknell branches, with further roll-out planned in the new year. Albaray's expansion strategy includes supporting its digital store with physical availability in key locations, catering to customers who prefer shopping in-store and online.
7. <https://www.drapersonline.com/news/ex-warehouse-execs-brand-albaray-on-year-one> - Albaray, the sustainable British brand founded by three former Warehouse executives, has experienced significant growth in its first year. The brand has established good brand awareness, developed strong retail partnerships, and built a loyal customer base. Albaray's products are available on its website and stocked online by Marks & Spencer, Next, and John Lewis, as well as in select John Lewis stores and independent retailers.