

In the European fashion press
The story of the Benetton Spring/Summer 2014 campaign
BENETTON: A NEW ITALIAN STORY

Ponzano, 20 February 2014. Behold Woman. In the campaign created for Spring/Summer 2014, the new Benetton woman tells an Italian story of style and elegance. The new campaign, presented in **Benetton Magazine** – a multi-page spread in the main Italian and European fashion publications and online platforms – will run from mid-February.

Benetton Magazine will serialise the new Spring/Summer United Colors of Benetton collection every week through June. The focus will be on the elegance and sense of style that come from being Italian, the history of the brand and the research that traces its roots to one of Benetton's founding values: that you have to know your past to be able to innovate.

UNITED COLORS
OF BENETTON.

The four pages of each instalment of Benetton Magazine seek to define today's woman: cosmopolitan and naturally elegant, she likes to dress casually, mixing and matching different garments and accessories which all share the **Italian style** of the United Colors of Benetton brand – a style universally recognised as encompassing design, taste, a sense of history and beauty.

All these values are incorporated in the United Colors of Benetton collection, conceived in its entirety by Italian designers and stylists. These values are then "expressed" in the campaign by leading models with a strong connection to Italy: Elettra Wiedemann, Barbara di Creddo, Alessandra Mastronardi and Emilia Carli. They are the ideal ambassadors for Benetton style, presenting pieces that are classic and trendy, as well as comfortable and characterized by style details – all united by a common thread: a return to femininity and quality.

These values are translated into a collection that is at once *sophisticated, urban and young*: three nuances, incisive and feminine at the same time, that define the new United Colors of Benetton woman.

Both communication campaign and informative catalogue at the same time, Benetton Magazine represents a new stage in the redefinition of the United Colors of Benetton brand, season after season, from communication of the product to shop shelves. It highlights once again the Italian sense of beauty and taste, updating it to suit contemporary cultural shifts and making it truly democratic for everybody and for every moment of the day.

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