

The Autumn/Winter 1997/98 catalogue features the Group's own personnel
BENETTON PLAYS AT HOME

Benetton's new Autumn/Winter '97/'98 catalogue features the Group's own personnel, transported by Oliviero Toscani's lens in a dynamic, magical, ironic Helzapoppin-style game. After the citizens of the Gaza Strip and the young people of Corleone, this time the new clothing collection is presented by those whose day-to-day role is to design, research, produce, administrate, communicate, co-ordinate and manage at Benetton.

UNITED COLORS
OF BENETTON.

The use of the Benetton staff in the new catalogue adds a special irony, showing how the Group differs from the usual company stereotype: the managing director and finance managers skip around the lawn of Villa Minelli in sweatshirt and pyjamas; the pilots and crew of Ben Air take off in more ways than one; the Benetton siblings joke about their role; the production staff pose against a background of pure white wool; the communications specialists are held hostage by the cameras and microphones of MTV; the general manager, in vest and boxer shorts, displays his rippling torso; the designers of Undercolors uncover their hidden qualities; the students from Fabbrica show off their talents; the kitchen staff instigate a symbolic uprising of pots and pans.

Everyday reality, in this case mediated by irony, is transformed into communication. Benetton's dynamic and creative philosophy finds expression in a smile, its openness-to-the-world in a parade of faces, gestures, attitudes and colours. The garments of the Autumn/Winter collection are already a part of everyday reality: Benetton dresses for life.

High-resolution images are available in the section:

Image Gallery - Benetton Institutional Campaign - Welcome in Benetton