

## UNITED COLORS OF BENETTON KIDS SS15

### **A Spring in bloom, a Summer of magic – Benetton kids’ Spring/Summer 2015: colour, happiness and a touch of glamour**

What do kids (and their Mums) get up to between April and September? Lots of parties, first communions, birthdays, holidays in the mountains, days out in the country and dips in the sea... Benetton has designed a happy, colourful SS15 collection for them that’s both on trend and fit for kids. Real fashion for kids of all ages, designed in the Italian way – elegant, good quality and hard-wearing. A way to dress the younger members of the family that reflects the values of a well-established brand that has always paid meticulous attention to details.

**BABY** The very best of Benetton knitwear for babies: light, soft yarns for zipped track jackets, fleece shorts, puffy overalls, sundresses, tops and onesies in pastel shades, polka dots and stripes. The new tropical prints and little printed kurtas are fun to mix with superlight bloomers. All fabrics in the Benetton line are hypoallergenic and gentle on even the smallest baby’s delicate skin.

**TODDLER** The fashion for kids from 1 to 3 years is delicate and sporty, just like them as they go from crawling to taking their first steps and then to running. That means quality fabrics, comfortable lines and an eye to an intelligent, easy fit. Colours and mood draw on the style of their always up to date older brothers and sisters, from shades of pastel to neon pink for the girls, and dusty nuances of blue and brick for boys. Vests, t-shirts with fun, heart-warming prints and rolled-up shorts mix with the first denim pieces and mini-dresses with neon coloured embellishments.

**KIDS** The summer-spring range for girls ranges from an elegant, urban style to sequinned t-shirts, romantic dresses and carefree sundresses in natural fibres such as cotton and linen in bright shades from turquoise to fuchsia. There are plenty of bolder touches too – pink camouflage mixed with khaki green stretch cotton or little hipster pieces such as pinafore dresses in fluorescent colours.

There’s lots of colour for a SS mood that mirrors Benetton’s identity: a rainbow that lights up jungle and floral prints, blue and white sailor stripes, polka dots and sorbet shades. Accessories such as the animal print sandals, printed beach bags and ballet pumps with jewel detail are so stylish they look as if they had been borrowed from Mum’s wardrobe. And since

Benetton means forty years of knitwear, there are plenty of fine yarns for ladylike cardigans, light crocheted sweaters and decorated knit jackets, perhaps to pair with "big girls" jeggings. Unique details include sparkling sequin embroideries and neon appliques on tops and mini dresses.

Boys have their playtime uniform, a rock festival style made up of edgy camouflage or tropical prints. Their favourite accessory? The vintage-effect keffiyeh-style scarf. T-shirts with photographic prints that bring beach parties to mind, and lots of shorts, from stripes to army-style, are bright and lively. For a more "town" style, here are checks, corduroy and unlined cotton jackets. Benetton's famous knits are represented by cardigans and the many coloured polo shirts. To go with every look, there are basketball sneakers, printed high-tech fabric bags and baseball caps. There are t-shirts for everyone, girls and boys – the boat-neck stripy ones are a must – and track jackets with zips and slogans: a hymn to freedom. There's lots of denim, to wear in town as much as out sailing – gilets, overalls, shorts and five-pocket pants in all the nuances from navy blue to faded and bleached.

Finally, the collection features refined, romantic "best" pieces for special occasions and for everyone: from jackets and trousers in corduroy to dresses with cap sleeves, skirts, shorts and mini dresses in appealing jacquard weave. Fabrics, which include crepe, tulle, poplin and laminated lace, are exquisite, as are little style touches such a pearl-decorated collar, a silver sandal and a coloured bow tie... And never mind if they won't fit in a few months' time, they're too cute to resist, the price is right and they're made with meticulous attention to detail.

Easy, appealing fashion for everyday and for special occasions. A truly democratic, up to date style, the way it has always been for Benetton- for all the family, for all families. Without ever having to forego quality, design and good looks.

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