

UNITED COLORS OF BENETTON

SPRING COLLECTION 2016

A Kaleidoscope of Colour and meticulous attention to detail: The United Colors of Benetton Spring 2016 collection displays a renewed interest in the quality of fabrics and yarns and 100% Italian style. Enjoy spring!

WOMEN

BLACK, WHITE & ORANGE

This punchy colour combination was prevalent on the international catwalks for spring and can be seen throughout the new United Colors Of Benetton collection. Key pieces include a must-have white and orange jacquard knit sheath dress with exquisitely clean lines, kimono-style shirts, A-line skirts, high waisted tailored trousers and fluid palazzos. The bomber jacket also makes an appearance with a knitted version featuring this season and is the ideal piece for dressing a look up or down. Accessories include colourful panamas, maxi scarves or light cotton viscose pashminas, sporty laser detail totes and bijoux bags featuring beaded flower embellishment.

FLUID MOTION

It is ever more vital for women to find the perfect wardrobe 'formula'; hero pieces that go hand in hand with their lifestyle with ease and be interchangeable. Every season United Colors of Benetton interprets and builds on this winning concept, in this case taking an evergreen striped sweatshirt with chiffon detail, fluid trouser suit and a dusty blue Oxford shirt that is softened with a pussy bow neck. Boxy $\frac{3}{4}$ sleeve tops and classic men's shirts are offered a similar treatment with bead embroidered collars while a versatile satin trench coat dress, fastened with a martingale half-belt can be dressed up or down accordingly. This is fashion at its most fluid, where masculine silhouettes are softened by ad hoc seams, embellishment and refined fabrics such as viscose, fine wools and brushed cashmere in a colour palette featuring the softest powder blue, periwinkle and acid lime.

DELICATE & CHIC

Directly from United Colors of Benetton's DNA comes a fashion mood that unites dynamism and color. Sophisticated knits appear in fine fabrics such as jersey, lace, viscose, tulle, cotton and lurex blends, all used in unusual ways to create loose, flowing silhouettes

enlivened by strong colors such as bronze, burnt sienna, ochre and teal. Particularly eye-catching are a honeycomb knit and dusty yellow cocoon worn over a brushstroke print tee paired with a bright coral crackle pleat skirt in exclusive waxed jersey. Completing this mood is soft knitwear in chainstitch, dresses with kimono sleeves, back-opening lace blouses, and tailored trousers, not just skinny but also with balloon-effect pleats. Little openwork pullovers in a teal cotton/high-tech yarn blend are paired with boxy satin jackets and on trend high-waisted flares in burnt umber. Eye catching costume jewellery and ankle-strap suede sandals finish the look.

INDIGO DREAM

This season, United Colors of Benetton takes a youthful trip through denim in its many shades and forms; from faded to deep indigo, playing with a palette of colors that are sometimes warm or tinged with an acidic lime green, key every day pieces are fashioned in this most versatile of fabrics. The must-have mandarin collar jacket in treated denim is paired with colour block sweaters and a lime yellow flared skirt. Open weave cotton shirts can be worn with flared jeans and embroidered platform sandals to offer a nod to the new bohemian mood. Colour pops of red, orange, fuchsia and yellow make an appearance.

ETHNIC ATTITUDE

Today's folk style is a feminine mix of exquisite knit patterns, strong colors, decorations, prints, jacquard and embroidery. A flared knit reefer jacket in an all over jacquard design paired with print cotton muslin blouses and seamless circle skirts. Ethnic influences feature on tunics, big shirts and jacquard print dresses while embroidered crepe cotton shirts, high waist denim shorts, macramé and fringed pieces evoke the effortless and youthful style of Malibu and Ibiza. Accessories include suede fringed totes and folk inspired shoppers which make for the ideal travelling companions.

COVER GIRL

This is a signature look for the brand: slogan sweatshirts, slub vests, openwork cardigans and check shirts underpin a collection that's youthful, versatile and understated. Cotton hoodies, low slung track pants and dobby cotton skater skirts are feminine yet offer just enough androgyny to keep the look contemporary.

STYLIST SPORT

The trend is clear: sportswear has crossed over into everyday casual wear. United Colors of Benetton launches its "athletic" yet urban fashion range of stretch knit sweatshirts and jackets, basketball vests, collegiate print sweaters, printed leggings and shorts in

vibrant shades of sky blue, orange and pink, to pair with more glam touches such as the silver mini. Other must haves include super-light, high-tech sneakers and wedge heeled sandals in edgy neon colors.

Accessories in line with the sports luxe trend range from tablet cases, mesh maxi bags and mini neoprene bucket bags to drawstring rucksacks in suede-effect eco-leather.

MEN

DYNAMIC SOUL

Elegant, but with a twist; United Colors of Benetton updates its formalwear with soft, tactile fabrics, modern lines and a focus on separates instead of the usual suit. Jackets are in yarn dyed cotton or houndstooth check, while trousers are slim fitting gabardine chinos with turn ups. Dusty rose and powder blue mix with the usual navy and grey offering a fresh twist to office attire.

BLACK RHYTHM

Slim fitting jackets in open weave fabric, light jersey or cashmere sweaters, cotton fil coupé shirts, elegant details and on trend accessories in eco-leather, such as the glossy or suede rucksack and slip-on lasered leather shoes.

SOUTH SIDE

Casual wear embraces a vintage spirit. Shirts in yarn dyed checks, chinos in treated stretch twill and shoes are classic desert boots, but braided. Dominant colours are olive green, faded denim and washed-out brick red.

BLUE POWER

This look is nautical but nice, and that goes for the colors too – dark blue, deep green, sky blue and yellow feature on waxed jackets and windbreakers in bright colors, must have striped sweaters, and stone washed or distressed jeans. The field jacket in open weave cotton, 100% cotton pullovers with shoulder fastenings and rugby shirts with gabardine collars are all sporty, classic but very relaxed.

ENERGIZING

Inspired by hip hop, fits are maxi and the main features are super light windbreakers in palm-print nylon, zipped sweatshirts or mega cardigans and oversize, overdyed drawstring or super distressed denim jeans. A rhythmic fashion in appealing shades of sky blue, dusty light blue and faded denim.

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