

Summer is coming: BE ON time!

United Colors of Benetton's SS24 is a mixture of new basics, the brand's heritage stripes and colors, and knitwear featuring flowers and juicy fruits. Queen of the collection is the polo shirt, unisex, democratic and naturally chic, very Nineties but completely up to date. Made for everyone.

WOMEN

Following on from Benetton's last fashion show, where the theme was BE ON to real life, here is the realization of Andrea Incontri's pop & utility idea for the Treviso-based brand. The focus is on denim, seen on minis, jumpsuits, shirtdresses and jeans to wear everywhere - bell bottoms, cropped, flared, with a round leg, low-waisted or perfect for cropped jackets. Then there are unlined blazers and buttoned dresses, midi skirts and western-style jackets. Knitwear pairing options are endless, including with horse-print jacquard patterns, 3D stitches, ripples and flowers. "Collectible" patterns feature dahlias, all-over daisies, little wildflower buds, leaves and ferns. A private garden, in jacquard or printed on cotton, enlivening looks on minis and crop tops or wide pants and shirts.

Since color is synonymous with United Colors of Benetton, here "macaron" pastels" are used on exquisitely stylish tweed suits, little blazers, miniskirts and sweaters with collars embellished with rhinestones, while a vibrant palette of reds, greens, pinks and blues is used for the new summer parkas, blazers for the office and basic t-shirts. A must have is the polo-inspired capsule, with cardigans and crew-neck sweaters with maxi stripes, to be worn over white fleece joggers trimmed with the brand's signature hues. There are more stripes for a crisp poplin summer and for patterned cotton jersey crew neck t-shirts with ribbed cuffs and in solid colors. Stripes also feature on short-sleeved shirts and body-skimming shirtdresses. SS24 knitwear is light as air, crocheted or in pointelle stitch, and combines with an eco-green project of shirts, skirts and maxi dresses in a lyocell blend decorated with stylized flower prints. Finally, there are the must-have delicate sleeveless summer dresses, cinched at the waist, in cotton with ruffles and featuring a flower pattern. Be On, Be Happy.

MEN

United Colors of Benetton loves practical, clean-cut, smart, "pop" good looks in the most contemporary sense: made for everyone. The wardrobe is precise, mixing "fruity" prints such as raspberries, bananas, blueberries - symbols of a fun & utility vision - with perfectly cut outerwear, soft-fitting pleated pants and soft, minimal knitwear. Fruit prints are the hallmark of this season at Benetton, and can be seen all over on boxy short sleeve shirts, on piqué stitch crew-neck sweaters, and on unisex and XL beach and city t-shirts. Then there are plenty of classy basics: t-shirts, polo shirts, shirts and plain knitwear in all the colors of the Benetton world, made from organic cottons or openwork jersey.

The Benetton SS24 man really likes a collar - whether it is bowling style, the one on the organic cotton piqué shirts with a straight hem, in gabardine on garment-dyed or pastel-hued slub cotton polo shirts, or the elegant one on the muslin cotton shirt printed with stylized foliage. Essential this season, the long-sleeved striped polo shirt in different variations, with an embroidered logo on the left breast.

Summer vibes abound in the collection, which includes t-shirts with placed prints, in aqua green, light blue and faded pink as well as college-style striped sweaters in very light jersey. And every doubt about how men should dress today is resolved.

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