

BENETTON COLOURFUL VIBES

United Colors of Benetton's new Fall-Winter 2013 product campaign centres on music to portray how in the union of diversities lays the future

The Campaign features the colourful vibes of six young international icons shot by the renowned fashion photographer Mikael Jansson

Ponzano, 3 July 2013. Whether you are into rock or pop, techno or hip-hop, alternative or classical: indeed, we are all different in our musical tastes. However, the love for music is one passion that unites all people regardless of their background. United Colors of Benetton's Fall-Winter 2013 product campaign centers on the world of music to portray how it unifies diversity - of people, identities, cultures and of their many melodies - therein lies our future.

UNITED COLORS
OF BENETTON.

The new campaign features the '*good vibrations*' of six young talents who represent the best of today's up and coming fashion and music icons. Through their melodies they express their personality; they share their life experiences and communicate with the world. "This - says Benetton Group's Chairman, **Alessandro Benetton** - is a campaign that unites different cultures and experiences in a melting pot of musical genres. Just like colour, music is a way to express yourself, to communicate your personal feelings, and above all, it is a universal language that everyone understands."

The campaign is the work of Mikael Jansson, one of today's top fashion photographers and the creative eye behind memorable advertising campaigns, front covers and spreads for W Magazine, Interview Magazine and various international editions of Vogue, as well as the images of an endless parade of celebrities. Jansson's lens captured United Colors of Benetton's six special ambassadors and transformed their personal interpretations of music, energy and beauty into powerfully evocative images.

Music and fashion's latest It Girl, Los Angeles-born **Sky Ferreira**, is an ice-blond pop legend. She made her debut on MySpace and has written over 300 songs to date, many of which depict her own generation and aspirations. Sky can often be spotted at New York and Paris fashion week, sitting in the front row or deejaying at the after-parties.

Theophilus London, the Trinidad-born Brooklyn-raised rapper, is known worldwide for his genre-bending music and eclectic fashion sense. A true style icon, Theophilus's stock in the fashion world has rocketed along with his music career.

British model **Lily McMenamy** was just 18 and fresh out of school when she took the decision to move to Paris on her own. Her game-for-anything spirit combined with her refreshingly unconventional beauty has seduced the fashion world. From an ethnically-mixed background, her interests range from cinema to art, literature, fashion, yoga and cooking.

22 year old American model **Chloe Norgaard**, famed for her signature technicolor hair and psychedelic look, is a die-hard globetrotter, always on the move whether attending fashion shows or touring as a DJ. She is crazy about colours, music festivals – where she finds inspiration – loud music, metal and the good things in life. Cultural diversity is something she finds endlessly fascinating.

South Korean-born model **Soo Joo Park** is 23 years old. As a child and teen, she played both piano and flute before deciding to concentrate on completing her piano studies. She also sings, and formed a band with a college friend who shares her love of 70's rock. Her idol is David Bowie.

20 year old British, **Louis Simonon** has music in his blood as being the son of punk rock band The Clash's bassist, Paul Simonon. Louis and his brother Claude soon made their mark on the fashion and music scenes. Louis' modelling career started with a bang with a photo shoot that saw him land the cover of Dazed & Confused in 2009.

United Colors of Benetton's new, music-centred campaign continues the creative format that was adopted for Spring 2013, where a team of young world citizens and their interpretation of colour, expressed the core values of United Colors of Benetton; a metaphor for a brand that unites, crosses borders and reaches out to the world.

Starting from August 2013, the new campaign will appear in all major international offline and online media.

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