

Dress Your Face!

Dress your face! Not with makeup or a daring piercing or tattoo.

It's the liberation of those valuable, indispensable, "corrective" eyeglasses that, in one or two moves, are transformed into a cult item for trendsetters, to wear and match as you would a sweater, scarf, shirt or coat.

Dress Your Face is an idea resulting from a partnership between Allison and the Benetton Group. Men and women can create their own **United Colors of Benetton** glasses every day, depending on their look and mood.

The project is as simple as it is clever and fun.

You choose from among six different metal frame designs, each one available in three variations - gold-plated, silver-plated or gun metal gray - with flexible sides and transparent endpieces engraved with the brand's knit stitch logo.

A simple click attaches three types of very light Grilamid covers to the frame:

covering the whole, upper half or just the top.

The covers come in a choice of colors that you would only expect from **United Colors of Benetton**: solid colors from gaudy to delicate, streaked, shaded, flamed, shiny and opaque tones, with two or three colors used together. And versions for women include applications of minute, sparkling and ultra-feminine Swarovski crystals.

To summarize and at the same time overwhelm you: 18 frames, 87 different covers to create as many pairs of glasses.

The combination game seems endless because it continues from the glasses to the cases, made of hard plastic in six lively colors with contrasting interiors and a compartment reserved for covers, obviously accompanied by assorted cloths.

But there's more. There are colored boxes for the opticians to keep and organize their stock, even on display.

The outside of each box is marked with the model code and cover variations.

Inside, it is divided into compartments to provide fast, easy storage.

And if words are not enough, the advertising campaign – created by photographer David Sims and in perfect Benetton style – speaks volumes. Close-ups of a man and a woman who clearly show that applying a designer's creative flair to eyewear is child's play.

The logo consists of a green rectangular box with the text "UNITED COLORS OF BENETTON." in white, uppercase, sans-serif font. The text is arranged in two lines: "UNITED COLORS" on the top line and "OF BENETTON." on the bottom line.

UNITED COLORS
OF BENETTON.

Irresistible temptations direct from the optician's shop window for fashionistas and everyone who appreciates a total look from 20/20 and up.

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