

UNITED COLORS OF BENETTON

SUMMER COLLECTION 2016

What a wonderful thought: Benetton's 2016 summer is like an unforgettable journey from the shores of the Mediterranean to Europe's chicest streets; from an urban spirit to far-off destinations in Africa.

Injections of fruity colours and dusty nuances, ethno-folk inspiration and active minimalism. How do you express a modern, global idea for him and her? With the greatest expertise in creating quality yarns with consistent original designs and finishes. A summer wardrobe to mix and match every day, experimenting with trends, choosing the season's cult pieces and feeling good about yourself!

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WOMEN

Deep Blue

Ancient Sicilian majolica, Portuguese azulejos, the colour of the domes and the dazzling white walls of Greek fishing villages. The Benetton woman's style for summer 2016 is an elegantly nonchalant colour duo that makes you imagine yourself strolling along a little harbour on a bay, dressed in exquisite, light fabrics and appealing outfits that are both feminine and high quality, including jersey maxi dresses, printed cotton drill bermudas and flower print cocktail dresses. For an evening on the beach, barefoot except for braided thongs, the linen A-line dress is decorated like hand-painted pottery with an exquisite blue on a milk white background, the same nuances that can be found on the all-over print viscose crepe tunic. For daytime, the pretty lemon yellow halter-neck top in viscose crepe has little punch needle details to recall Benetton's knitwear expertise, and pure white cotton/linen palazzo pants are an essential in these elegant outfits. Accessories also in navy blue and white include baguette bags and beaded belts woven in a chevron pattern, a motif that also features on the wide-brimmed straw cloche hats.

Mediterranean

Capri and its famous piazza, the pastel coloured fishermen's houses and glorious sunsets from the beach. Simply perfect Italian style elegance for a wardrobe that's always new, but never forgets quality, fine fabrics – muslin, viscose crepe and woven piqué – perfect lines and sophisticated style details. The colour palette for

this mood is inspired by roses and coral; shades that perfuse the whitest of whites. The effect can be seen in the easy chic halter-neck punched knit top in deep orange, paired with white high-waisted three-quarter pants in stretch piqué. Deliciously chic, the low neck viscose muslin top with watercolour little flowers is paired with high-rise shorts in dainty macramé. Accessories such as two-tone, wide brimmed straw hats with diva attitude, and colour block platform sandals, complete this summer look.

Ethnic Colour

This summery, ethnic-inspired and super colourful style mirrors the Italian brand's nature – globetrotting femininity, sophisticated spirit and everyday yet outstanding fashion. It's all down to the mix of colours that range from flamingo pink to deep yellow, turquoise and ultramarine blue, and the patterns – maxi stripes, geometric designs and all-over floral prints, paisley and African-chic motifs. Fabrics such as viscose in colour blocking and printing feature in both A-line and body fitting maxi-dresses with plunging necklines, spaghetti straps and asymmetrical hems. Scarves and little foulards to tie around the waist or use as turbans are in cool cotton and right on trend are coloured beaded thongs, chandelier earrings and the coloured eco-suede platform sandals.

Breeze Turquoise

Prints, prints and more prints for carefree holidays! On cool tops, pyjama pants, must-have super trendy A-line skirts, eco-leather maxi bags and even on adorable cotton espadrilles with cord soles. Trims on dresses and shorts are in delicate broderie anglaise and macramé lace. Patterns are bright and lively – flowers, Sixties designs and vines – while colours are fresh and original, such as turquoise, bright yellow, white, pearl grey and hints of sky blue. Completing the look are coloured beads with tassels, bracelets and necklaces with an exquisite hippie chic touch.

Colourful 70's

Benetton designs a sweet & rebel summer with the touch of bohemian chic that's so appealing. A colourful style, a rainbow of blues, tangerine, whites, bright blue and Navajo and Indian-influence patterns. Straight from the cool Seventies come kaftans, wide pants, beads, chevron patterns, tie-dyes and a flower revival. Muslin gives lightness to paisley kaftans and flared sleeveless dresses in dégradé deep dye sky blue and a white lace yoke. Maxi dresses in crochet or shiny pinstripe viscose give a chic and incredibly alluring walk. Absolute must-haves are the jacquard fabric thong sandals.

Tropiccolour

Easy summer comfort to pack in your suitcase and enjoy the feeling of freedom whether you're at the seaside or in the city. Hippie and active casual wear designed to brighten up the wardrobe. It's the green light for artfully faded denim, super stretch viscose and a touch of lurex on printed t-shirts to glam up everyday looks. Full steam ahead for prints ranging from flower to batik and tie-dye, and accessories with a gypsy influence, like the thongs hand-embroidered with multicoloured beads, coloured sandals and braided belts with coloured mini-bead tassels. Must haves are the printed tencel dungarees to pair with a sleeveless blouse in cotton crepe with hippie fringes, ethnic-inspired thongs and metropolitan Masai bracelets for total African chic!

MEN

Leisure Elegance

A masculine fashion that's all about summer but absolutely elegant. A casual look that can double as workwear, made up of deconstructed, unlined jackets in washed fabrics, deliberately easy and as at home in the office as on holiday, for evenings and for cocktails by the sea. The same chic comfort spirit animates the total look of light shirts, 100% soft cotton knitwear, pleated pants, long bermudas, braided leather belts and micro-weave waistcoats. Colours for this understated elegance are natural, from beige to light coral, antique white, navy blue and faded periwinkle blue, for men who want to dress like men, with savoir faire and personality.

Bright Man

Take a summer in denim, but one that's extra light and treated. Muslins must be printed and yarn-dyed, cottons bright and slubbed and piqué is deep dyed. For this radiant, lively, unique summer, Benetton uses all its expertise in washes, yarns and 100% cotton knits with pigment dyes and prints to present a cool, laid-back summer style for men that features contrasts between bright and dusty colours Canvas jackets are in a stunning deep blue, floral print crew-necks have faded-effect washes, bermudas are denim and t-shirts in soft jersey.

Minimal Sportsman

A summer fashion that embraces the new urban sportswear trend - activewear to mix with everyday looks to make you feel at the top of your game. Sports-inspired details include high-visibility prints that pair easily with light knitwear. Take the printed nylon windbreaker with pressed details on the pockets for example: wear

it over a sweatshirt or printed jersey t-shirt, tech fleece shorts or dropped crotch gym pants. Sleeveless hoodie cardigans in printed piqué mix with jersey vests or t-shirts, perfect for layering – another of the season’s hottest trends. Clean, essential lines and high-tech minimalism use ultralight nylon, cool gabardine and digital photo prints. These are complemented with strong colours such as electric blue, olive green, grey melange, white and dusty blue. A must have accessory this season, the sneakers in two-tone mesh.

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