

BENETTON LAUNCHES AN OLIVIERO TOSCANI CAMPAIGN ON INTEGRATION

Two photographs.

A class of twenty-eight children.
They represent thirteen different nationalities from four continents.
They're smiling. They have their future ahead of them.

Ten children - from Burkina Faso to the Philippines, from Italy to Senegal - are gathered round a teacher who's reading Pinocchio.
They're totally engrossed in the story, listening carefully.

The new Benetton campaign by Oliviero Toscani renews to a theme - integration - that has long been dear to the Benetton brand, imbuing it with new meaning and urgency. "Integration is a major issue in our world today," says the photographer. "The future will hang on how, and to what extent, we use our intelligence to integrate with others and to overcome fear."

UNITED COLORS
OF BENETTON.

This new collaboration between Benetton and Toscani starts with two images, which will appear in the Italian and foreign press on December 1st and December 7th.

These two images are the result of the first stage of a much larger project on the subject of integration, which Toscani will work on at Fabrica, Benetton Group's communication research centre.

Toscani will also be involved with the image of the United Colors of Benetton brand, starting with a product campaign due to be launched in February 2018.

For further information:

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