

## ***THIS SPRING BENETTON WILL START A REVOLUTION***

*Flowers, colours and magic: the images of the SS18 campaign will "invade" stores, catalogues, newspapers and the web.*

United Colors of Benetton's Spring-Summer 2018 campaign abounds with daisies, roses, carnations and sunflowers. Worn by men, women and children - on their heads, in their hands, around their necks, in their breast pockets - the new collection speaks of the eternal dilemma of gender, which is not binary, but has infinite nuances.

The unique photographic style is that of Oliviero Toscani, marked by fresh faces that celebrate ethnic and gender differences. Styling is vibrant, with batik fabrics and exclamatory prints, horizontal stripes, crew neck sweaters, blue suits and colourful tutus.

Different colours are paired with different fabrics in mix and match styling without precise rules. It is a strong, incisive image that calls out "we are all here, we are all equal, no matter what". It is a style that is simultaneously punk, chic, hippie and casual. A way of dressing that is more than global, it is the ultimate in freedom and creativity, a message for the whole world, for everyone, regardless of religion, sexual orientation or age. It is a genderless style that speaks, loudly and fearlessly, of slogans and manifesto ideas - peace, love, equality and positivity - printed on t-shirts, sweatshirts and accessories.

The photographer's touch is also in the title of the catalogue, "Revolutions start in spring", a reference to both the Italian fashion brand's indomitable spirit and the work Toscani has done for Benetton. "Our sweaters will shine once again," declared Toscani, who for some months now has been working to bring back the magic to a brand that has made international fashion history.

The Spring-Summer campaign will be launched in February 2018 and will appear on billboards and in the press, in Italy and internationally. The images will also be featured in stores, on the website, on social media and all United Colors of Benetton's communications channels.

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