

UNITED COLORS OF BENETTON KIDS FALL WINTER 2018 COLLECTION

For school, for playtime, for having fun: the FW 2018 kids' collection is the expression of happiness and easy to wear. Iconic pieces, college style and lots of cosy knitwear.

Girls

The mood for girls, both little ones and adolescents, is divided according to the occasion. For leisure time or a birthday party, there's the rock 'n' roll style inspired by big open-air concerts, with tributes to David Bowie, sweatshirts, jumpers and jeggings decorated with the legendary "flash", stripes that are a little bit punk, stars and tulle. A style that's always "right" for youngsters, that combines frou-frou dresses and shiny bomber jackets, with romantic little hearts decorating jumpers and T-shirts- Jean are stretch and paired with this winter's top colours – red and fuchsia.

The other trend is Benetton's basic must have, comfortable jumpers and suitable for every day. Sweatshirts with rounded hems and maxi logo prints, cropped fleeces with prints featuring the world's capitals, slim fit pants, polo shirts and drawstring hoodies, for an alternative college girl feel.

For the real preppies, there are asymmetric mini-kilts, a little bit grunge, a little bit ladylike, lots of check and tartan prints that also mix with floral jumpers and dresses embellished with ruffles. As a general rule, pants are slim-fitting and super colourful, but the most eye-catching are the denim flares, perfect with boxy tops and jumpers. Top accessory is the eco-leather sneaker with faux-fur pompoms, in cream and strawberry.

It wouldn't be Benetton without a wide range of colourful, appealing knitwear. Silhouettes to choose from include flared and up to date, roomy and comfortable, or slim fit and vaguely Seventies. Patterns range from jacquard cables to folk motifs and romantic little angora jumpers with sequin appliques. The beauty of this style "for girls" is that it is interchangeable – one day a micro-kilt can be paired with a sweatshirt, the next, a turtleneck with a skirt with tulle. To finish the look, big scarves are matched with drop-sleeve egg coats or cosy, fitted puffer coats.

Boys

A rock festival atmosphere also for boys, who follow the mood of their girl friends: sweatshirts with slogans, used-effect T-shirts and jeans, tartan mixed with faded grey, and slogans and decorations "in theme".

The FW2018 range includes a revival of the famous "B", featured on sweatshirts and T-shirts, to mix with rugby shirts, patchwork shirts or varsity letter jackets – all with pieces borrowed from Dad's utility wardrobe. Following this line are also cargo style pants, camouflage prints, a uniform look also for the youngsters. Knitwear is all about stripes, in a number of versions, from faded, mixed with camouflage, to such colourful ones that they look like boxes of crayons. The Olympic spirit is revived on sporty, cool pieces. The new joggers, comfortable with a hip-hop touch, are worn with the edge-trimmed.

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