

## UNITED COLORS OF LONDON

**Forget the smoky greyness of London - the British capital has never been so colourful. And it's all thanks to Benetton and the knitwear capsule collection created exclusively for Selfridges.**

United Colors of Benetton is launching its first ever collaboration with a department store. Its prestigious partner is London-based **Selfridges**, one of the world's most famous shopping destinations.

From September 14, to coincide with the start of London Fashion Week, **United Colors of Benetton** will open a pop-up store in **Selfridges**, Oxford Street. The capsule collection designed by the brand from Treviso will be a limited edition, consisting of fleece garments and accessories inspired by Benetton's iconic and kaleidoscopic eighties style and a knitwear collection "painted" in 109 shades of happiness and colour.

Why 109? Because 109 happens to be the Pantone number of "**Selfridges yellow**": lively, bright and iconic.

**The knitwear will be available in 109 shades:** a palette ranging from pastel colours – so dear to Queen Elizabeth – to more assertive tones, as well as black. The collection is unisex and easy-to-wear, a combination of British cool and a touch of Italian style for a look that's urban, contemporary and universal.

With its clean, pared-down lines, the collection includes sweaters in soft cashmere and cashmere blends, customised with the classic Benetton logo, alongside coordinated fleece garments and a range of accessories in typical Benetton 80s style. And it's directly inspired by Benetton's visual legacy: classic garments, sketches, colour charts and campaign images from the brand's archive – custodian for over 50 years of the identity of this world-famous brand.

As well as the Selfridges store and e-shop, the capsule collection will also be available at the new Benetton flagship store in Oxford Street, where - thanks to the omni-channel platform going live on 14 September - customers will be able to blend the digital and physical shopping experience, find out if garments seen on the UK website are available in the desired size and colour, and where to buy them. For the consumer, the store and the e-commerce site become complementary parts of a unique new way of shopping

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