

#Benettonrace
BENETTON LOOKS FOR PARIS
IN THE FACES OF PEOPLE PASSING BY ITS STORE

During Paris Photo, Oliviero Toscani will transform the windows of the United Colors of Benetton Place de l'Opéra shop into a photographic studio open to everyone

Paris, 9-11 November 2018. The shop windows of United Colors of Benetton's Place de l'Opéra store are ready to be transformed into a great photographic set where the models will be people passing by the store, both visitors to Paris and the city's inhabitants.

Openness to difference and the image culture are two of the mainstays on which Benetton, one of the world's best-known fashion brands, has built its identity and its fortune.

These two winning characteristics will be reiterated in the event –coordinated by Fabrica – which will take place on 9,10 and 11 November 2018 during Paris Photo, one of the world's top fine art photography fairs.

Oliviero Toscani, Settimio Benedusi and a team of Fabrica photographers will build two photographic sets in two windows of the Place de l'Opéra store and invite passersby to come in and have their picture taken.

Anyone can take part. The idea is that all together, the photos taken during the two days will form a visual map of the population of Paris, one of the world's most multi-ethnic cities, open to a melange of cultural influences.

The portraits in large format will be projected onto a third window, while another will host Wanted Creativity, a portfolio review open to anyone who wants to show his or her work to Toscani and the Fabrica team.

The storm of creativity at the Place de l'Opéra store will be communicated through the brand's social media channels, which will document the project with Instagram posts and stories, further extending the reach of United Colors of Benetton's democratic, inclusive message: #Benettonrace.

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