

BLOW UP !

**Cool Britannia, colours in pole position and a modernist spirit: United Colors of Benetton's fresh, up to date Spring Summer 2019 style is full of indie references and social media slogans**

**WOMEN**

British pop culture for United Colors of Benetton's Spring Summer 2019. A style that's all about clean lines but brazen colours, cropped cuts, strong volumes and vibrant nuances. After all, as everyone knows, there's always been more than a touch of the eclectic woven into Benetton's DNA.

The Treviso-based brand gets SS19 underway with dare-to-wear colour block pieces, T-shirts and sporty sweatshirts that recall the seventies look of football club shirts, joggers as daywear, as well as chic, thin-waist jackets.

There's also tricot, very refined, with its braids, melange and optical jacquard patterns. Basically, a modernist Brit-Pop picture in movement that - like a new Sgt. Pepper cover - creates a fantastical mix of sport, heritage and a certain revamped preppy look.

To top it off the collection includes summer parkas, raincoats inspired by 60s-style mackintoshes in super colourful vinyl, classic trucker jackets (but in psychedelic hues), super-cool, two-tone zipped boilersuits all enhanced by light-handed use of tartan or pin stripes that are so new preppy. Proportions are also Brit - sharp and fitted or contrastingly big volumes with a clearly athleisure, urban influence. Fabrics are cotton, fleece (including lots of sweatshirts decorated with social media slogans), rugged canvas, soft jersey and linen. A multitude of dense, vibrant colours with very little - yet very romantic - white. Coloured denim is a must-have, as are cute jeans waistcoats, that come also stone-washed. For a sweeter summer look, there's also paisley in a Little House on the Prairie-2.0 style, with little flowers, smocking, flounces and "proper" tops and blouses for layering.

**MEN**

Essential lines also predominate in menswear, and cottons and canvas make for a fresh collection in full colour therapy style. Three-button jackets, jackets with pockets and light coats with elegant but relaxed lines are the key pieces of a spring-summer city style influenced by the look of certain Brit rock icons. The discreet use of tartan, checks and stripes is mixed with fleece hoodies with very strong, two-tone graphics. With a United Colors of Benetton hoodie like that you've already created your look; that's why the focus for the rest of the collection - t-shirts, pants and even outerwear - is on basic

UNITED COLORS  
OF BENETTON.

minimalism, but with design details such as double stripes on sides and sleeves, high collars, statement zips, vintage logos and "insta" captions. Lots of colours - at least, lots for men's fashion - from red to the palest of pinks and from lime green to tobacco. Have your pick.

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