

## UNITED COLORS OF BENETTON KIDS

### **Smart and mischievous, dreamers and rebels: UCB SS2019 boys and girls are dressed playfully, with colour and quality**

#### **Girl**

Creativity, good taste and beauty. UCB wants only the best for girls, and designs a Spring Summer 2019 collection that's feminine and "right". Right prices, right materials, right shapes and styling. From dresses decorated with English-style rosebuds and "big girl" stretch denims, to soft cotton sweaters with beach girl slogans and flared minidresses with flounced sleeves in eye-catching shades of cherry, orange and strawberry pink. Spring and summer range from candy-coloured cool cottons to romantic little tricot dresses. Every piece of United Colors of Benetton apparel is designed to make girls happy when the sun is shining. And should clouds appear, there are practical and pretty sleeveless puffer jackets. In this manner, Benetton girls are also a little bit "rock", a little bit romantic, and choose what to wear every morning: shall we put on the studded mini decorated, the military-style jacquard tricot or the "proper" cardigan?

The warmer months mean occasions for getting dressed up: there are picnics, birthday parties, and above all, weddings, christenings and first communions – and Benetton girls will be as elegant as modern fairies in dresses with lace, ruffles and flowers. For ceremonies they can wear a round-collared interlock jackets, georgette dresses or a gabardine blouses, with touches of lace: too cute for words.

Summer is all about ice-cream colours - pastels and sorbets - in watercolour shades. To the joy of mothers everywhere, each piece pairs easily with others: Hawaiian print playsuits with shorts, little skirts with striped t-shirts. A style to put in the suitcase for an unforgettable summer - a truly Benetton summer.

#### **Boy**

Ah spring and summer! Races on the grass, outdoor parties, time for sports and going to the beach. As mothers know well, what's needed is practical, light apparel suitable for sudden

changes in the weather. So United Colors of Benetton has thought of everything for boys. From always useful basic pieces to light puffers, parkas and t-shirts with slogans, skulls and flags, as well as shorts and ripped and faded, yarn-dyed striped jeans and denim jackets - all that's needed for today's young globetrotters. When it's time to "get serious", however, Benetton boys are like little lords in navy, grey and white. They wear bow ties, jersey pique jackets, poplin shirts with a mandarin collars, textured gilets, coordinating pocket handkerchiefs and seersucker bermudas. Dressed so, you'd never guess that under that elegant attire are little rascals who love skateboarding, decked out in linen blend tops and faux ripped bermudas, yarn-dyed faded sweatshirts and t-shirts featuring super heroes, from Hulk to Ironman. Then it's time to dash to the beach to the sound of the Beach Boys, California dreamin' in bright colours, from dynamic orange to jungle green, Hawaiian palm trees patterns and bermudas with killer whales and sharks. But have no fear, nothing stops these guys!

[benettongroup.com/media-press](http://benettongroup.com/media-press)  
[benetton.com](http://benetton.com)

[facebook.com/benetton](https://facebook.com/benetton)  
[twitter.com/benetton](https://twitter.com/benetton)  
[youtube.com/benetton](https://youtube.com/benetton)  
[instagram.com/benetton](https://instagram.com/benetton)