

UNITED COLORS OF BENETTON

Ode to Joy.

The Benetton Celebration

Vitamin-shot energy, sporty-chic esprit and fantasy in every detail. Italian savoir faire. Knitwear as the life-force of an historic brand.

United Colors of Benetton presents the first FW collection - for 2019 - designed by Jean-Charles de Castelbajac.

Free and modern.

United Colors of Benetton's new collection designed by Jean-Charles de Castelbajac is the sum of the Treviso brand's enduring signature elements remixed with a pop, ultra-modern vibe. An easy, cool street fashion. The cult items are the jackets with a strong urban attitude. Benetton's "duvet" is an explosion of colors, maximalist, brilliant color blocks - yellow, "Benetton" green, red and blue – with black and white street-style inserts, prominent collars and graffiti prints. Quilted acetate jackets have a look inspired by workwear and Nineties disco.

Other must-have pieces are the men's military pattern wool "teddy bear" jacket, and the women's fringe-trimmed cherry red duffle coat. Benetton applies a street-style to bomber jackets – essential pieces for some seasons now – which are reinterpreted in a colourful workwear version, with a mix of boiled wool and acetate with contrast press studs, and in British style in window-pane check boiled wool with contrast color collar and cuffs. All pieces with a strong character that make for a comfortable, remixable cold weather look. Practical, youthful and colorful – winter has never looked like this before.

A must-have is the line of jumpers with a pattern of colourful, sheep in relief, which serve as tongue-in-cheek "historic" testimonials for the brand. All knitwear is enlivened by stripes, dégradé effects, Navajo jacquards, pop graphics and decorations, and features "sweatshirt" cuts and ultra-modern fits for both men and women. The legendary Benetton logo makes a comeback as a protagonist in prints and knitwear patterns. The symbol of a world-famous brand's heritage, it is enlarged, fragmented, used as a playful element, and appears on puffers, jackets, sweatshirts and scarves. Many pieces have a clear sporty attitude without necessarily being "athleisure" – Benetton's signature style has always been up to date, sporty-casual.

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Jeans take a leading role. For women they are printed, always with the logo, Seventies and flared, paired with mini cropped jackets and feminine trench coats. They also come in carrot shape, belted and with an Eighties allure. Lots of colored denim - red, green and sand – and plenty of stretch, for him and for her. Also appearing, maxi pants, almost work overalls, with contrasting pockets and trims.

The capsule featuring Mickey Mouse and Snoopy - on sweatshirts, ponchos and rucksacks - reflects Jean-Charles de Castelbajac's love for the cartoon characters, which he sees as timeless, intelligent and playful. Completing the collection are accessories, in maxi sizes, like beanies, argyle pattern socks, mega jacquard scarves, canvas cross-body bags and XL belt bags to sling over the shoulder.

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