

UNITED COLORS OF BENETTON KIDS All you need is Benetton

Easy, fun and practical. Guaranteed quality and durability. The right price and kind to planet Earth. The UCB Kids FW2019 collection embodies all the principles of Benetton thought.

September: time for new beginnings! Away go bermudas, sandals and summer dresses. School is not so tedious if you can choose a brand new wardrobe. Girls will want the flared, cropped jeans, dungarees and denim miniskirts with inserts to pair with Mickey Mouse sweatshirts, and red, lime or sunny yellow color block, vinyl-look puffer jackets. And for true rebel girls, the fleece dress with a mega "You are strong" slogan. For the boys, a campus-style athletic spirit: colorful sweatshirts, side stripes, beanies and super-bright puffer jackets - along with ~~and~~ a good dose of imagination stuffed into /packed away in their backpacks! With the first chilly days comes Benetton wool, in rainbow shades with very cool patterns for the kids. Lots of stripes with a mix of textures, from bouclé to "furry", and jacquard design maxi Benetton logos on cropped, embossed jumpers in pink for girls and grey melange for boys.

Fun 3D "little sheep" appliques feature on cardigans and jumpers, and then there is knitwear "disguised" as sportswear with zips and crosswise contrast color inserts.

Every piece is full of character and personality and symbolic of Benetton's great respect for the environment. For those kids who would rather wear leather jackets than wool, must haves include ~~are~~ faded jeans in shades of grey and washed-out blue, hoodies and jumpers with rounded bottom hems and "manifesto" slogans. Ideal for playing at their favourite band are tartan shirts for boys and flared check dresses and colored kilts for girls, to pair with coordinated puffer jackets. Colors are "grown-up" - black, dirty white, grey and bottle green. Make them happy: they'll be all "charged up". ~~wired!~~ Rockers, yes, but with an eco-friendly soul. Benetton cares about the planet and its young inhabitants. The fall/winter collection includes a "sporty" capsule with an ecological theme and an exceptional ambassador, Snoopy, who in his friendly way explains - on hoodies, joggers, tops and jumpers for boys and girls - how to respect the earth and think "green". The cheerful prints are a mixture of Peanuts style and signature United Colors of Benetton.

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Fashion designed for newborns is also “bio”, and is one of the feathers in Benetton’s cap. Pieces in organic cotton and natural fibres, ruches, floral printed little shirts, pastel colors and soft fabrics make up a beautifully delicate, practical line. Don’t forget that UCB Kids apparel is designed to respect little ones’ skin. A principle that United Colors of Benetton certifies with the Dress Safely tag, which provides guarantees about safety checks on the small parts of items in the collection that children could accidentally swallow and on the presence of toxic or allergenic dyes, as well as traceability of the item. To complete the winter look, scarves, gloves with cute inserts and hats with pompoms for her or slogans for him. And for Halloween night, glow-in-the-dark skeletons, onesies and hoodies with fluorescent designs go around with little witches in black tulle miniskirts and “ghostly” t-shirts. If you think about it, these looks are just a little bit rock, and good all winter long, too.

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