

TOSCANI PHOTOGRAPHS THE NEW BENETTON COLLECTION BY CASTELBAJAC

Treviso, July 2019. Oliviero Toscani's latest campaign presents United Colors of Benetton's Fall Winter collection by Jean-Charles de Castelbajac.

Two girls with wild hair. A pale guy in a red beanie. A smiling group of friends in rainbow-colored clothes. In his pictures Toscani evokes the bright, optimistic, out-of-the-ordinary world that has made the brand's history.

Created by French designer and artist Jean-Charles de Castelbajac, the collection expresses a pop and ultra-contemporary universe. Using a color block palette, it features references to the world of comics and to the legendary *punto maglia*, Benetton's old logo, which returns, cooler than ever.

The United Colors of Benetton Fall Winter 2019 campaign will appear online, on billboards and in the national and international press from late July.

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UNITED COLORS
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