

UNITED COLORS OF BENETTON

“Waves of colour”

**The tale of an initiatory sea voyage,
by Jean-Charles de Castelbajac
Edition: United Colors of Benetton, SS2020**

Imagine opening the pages of a book, a diary illustrated with tempera painted sketches. It is the story of a voyage in a sailing boat that calls at all the Mediterranean’s most picturesque ports, from Hydra to Portofino, from Cannes to Capri. Then imagine that the pages of this diary of adventure and love reveal the perfect looks for a joyous, carefree summer, a collection created with natural, non-toxic dyes, innovative materials and recycled fibres.

Clothes designed to last forever – the classic striped jersey, little waterproof canvas coats in vivid colours, and micro and macro floral print maxi-skirts and tops. There are also colourful stripe patchwork dresses, maxi rainbow stripes and United Colors of Benetton’s magical knitwear – like the pullovers made with mini sweaters that were once used by the company as colour samples.

Jean-Charles de Castelbajac’s eclectic pop concept for United Colors of Benetton is expressed in an “easy” wardrobe for the people of this millennium. The male leads men of our story, too, wear an easy chic fashion that speaks of style and not trends. Jackets with military pockets, but with “feminine” inserts, pleated pants, printed or denim pastel coloured unlined suits, and garment-dyed cotton yarn pullovers. Cult pieces, fits that are up to the minute but never over the top, cool and happy, colourful, mixable looks with their own precise identity. In other words, Benetton style – designed to navigate the globe with all sails unfurled.

This is the story that Jean-Charles de Castelbajac wanted to write for United Colors of Benetton’s SS 2020. He mixes iconic symbols such as anchors, nautical stripes and knots with outstanding prints of Oliviero Toscani’s advertising campaigns from previous decades. Popeye, too, makes a guest appearance - as an “ecological ambassador” that invites us to respect the oceans. Photos and concepts that are presented on T-shirts, oversize maxi sweatshirts and all white accessories, like concept posters (and why not, also communication manuals for the young...).

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