

UNITED COLORS OF BENETTON

Spring, Summer and Smile!

From Saint Tropez to Amalfi and on towards Hydra: the band of United Colors of Benetton children is a happy one. Their Spring Summer 2020 is an ode to freedom, thanks in no small part to the first capsule designed just for them by Jean-Charles de Castelbajac. Because being happy (and bright) starts from a very young age.

Girl

Where do dreams go in summer? They take great dives into the waves, take on the colour of sunlight, run free in green meadows – and become romantic when needed.

This is the summer style for Benetton girls: dreamy, but full of life. From the last days of school – in powdery colour t-shirts and skirts – to days at the seaside - in ruffled dresses, floral prints and nautical stripes. Eye-catching looks for special occasions take inspiration from trends seen on the catwalks: large ruffles, necklines embellished with cotton corollas, and printed tulle and cotton with a pretty and bon ton vibe. Like their 'counterparts' the world over, Benetton girls also love slogans and emoticons, and wear them on shirts, cotton sweatshirts and accessories - sporty college-style ones created with 3D patches, glitter or sparkly flip sequins. The real novelty in the UCB kids collection is the arrival of Jean Charles de Castelbajac's colourful 'wave', created by the designer for the SS2020 adult collection – a high tide of energy and brilliance where colour is at the helm. Benetton babies, too, become testimonials for an iconic, pop, ironic and inventive style that's all about primary shades of 'Benetton green', sun yellow, flame red and sea blue - all bound by a Mediterranean summer theme. It's a happy style that boldly mixes flowers with denim, animal prints and girl power sweaters. They are tomorrow's women and they are the strongest!

Boy

Citizens of the world, sporty and agile: the boys of team Benetton like being outdoors and love this SS2020. They wear colourful sweatshirts and colour block t-shirts with corporate lettering in Swiss darning or felt patches and, make like skateboarders with cool prints on t-shirts. Their shirts, bermudas and sweaters are in faded colours, from brick to

grey and orange, with a vintage effect 'borrowed' from the grown-ups. They want skinny jeans and army green t-shirts with inserts to feel cool and 'in' But mums needn't worry: when it's time to dress them 'properly', Benetton has the perfect answer that also meets their tastes. Textured yarn-dyed bermuda shorts, a preppy, jacket and a blue jacket that's smart but also cheerful. Jean-Charles de Castelbajac's style also comes to the boys, with an iconic wardrobe featuring stripes, inserts with graphic motifs, saturated colours and surfer inspiration. A style that is first of all invincible – with superheroes like Superman, Batman and Flash – as well as super fun with all the best-loved Walt Disney characters!

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