

THE MYRIAD LIGHTS OF BENETTON

The kids are all right, no doubt about it. There is a new, cosmopolitan idea for dressing them that's environment-friendly and encourages all Benetton kids to experience their city as a games and culture workshop. This FW2020 fashion, full of visual references, is perfect for playing and enjoying the outdoors — as well as for learning!

Jean-Charles de Castelbajac's imagination knows no bounds: the city inhabited by UCB girls and boys wearing the designer's FW2020 collection is a living museum. These kids wear eco-friendly puffer jackets in recycled military print fabric and pair them with colorful agender wool hats, they choose checked pants or stretch jeans, they use maxi scarves with Benetton's legendary logo. Each piece goes well with another since the key to JCC's designs for "his" kids is blending — elegance is also street style and mixes with casual. Then there is the quality Benetton is known for: merino wool and cashmere blends, cottons coloured with non-toxic dyes, noble fibres and meticulously selected materials.

Art is love! As he did with his adult collection, JCC partnered with the Keith Haring Foundation to use the legendary graffiti artist's timeless prints also for kids. Hearts, little men and musical notes feature on a capsule for girls and boys — all very collectable — that not only spreads a positive message, but also teaches kids something about street art.

With the same genial flair, JCC has designed a cool, modern style for girls: dressing tomorrow's women is a responsibility he feels very strongly about. While maintaining a sweet and creative femininity — inventive knitwear, stars and hearts and chic little dresses — UCB has injected a dose of "girl power" into strong, cool pieces where predominant colors are military green, midnight blue and red tartan checks, black and flashes of Benetton grass green, red, yellow and cornflower blue. From stretch, tartan print leggings — featuring logos or multicolored lettering — to camouflage bombers and cropped puffer jackets (those with appliquéd 3D action figures are truly fantastic!) and the maxi sweatshirts to wear as mini dresses, here is just the answer to what today's active girls want. Girls who love Benetton knitwear, striped in mohair, lurex and angora, or with inserts featuring Snoopy. JCC's idea is to bring Peanuts' message of environmental awareness to his kids'

collection: at Benetton there is no limit to imagination when it comes to knitwear, so here are cartoon-decorated pullovers to pair with mini kilts, cigarette pants, tulle skirts and denim joggers.

Boys are super all right with their 'urban spirit' duvet coats. Puffer jackets are often double face — whether in military prints, tartan or madras checks or in very cool color blocks with stripes — for looks that will never go out of style! Fashion is a game, and here we are really playing at being rappers, skateboarder and writers. This style for boys features jacquard sweaters – with all-over Snoopy or Woodstock patterns - graffitied sweatshirts, mixes of patterns and 80s-style faded print denim. It is all in harmony with a metropolitan idea that blends a certain vintage vein – like the all-grey jogging suit that recalls the one worn by iconic boxer Rocky Balboa – with today's modern spirit, like the pullovers in faded colors, an idea borrowed from the "grownup" catwalks. These new kids on the block move at a fast pace in 70s-style sneakers, punk combat boots and white tennis shoes. Easy, cool, Benetton!

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