

UNITED COLORS OF BENETTON SS21

A pastel rainbow that brings a sparkle back into our lives. Radiant blue mixed with white for hope. Benetton's signature multicolour stripes, happy-chic colour blocks, and a great love for planet Earth. This is how Jean-Charles de Castelbajac presents his Spring Summer 2021 for United Colors of Benetton, in the name of a long-awaited season of joy.

WOMAN

Spring is all about comfort, in outfits with an adventurous spirit, fit for an urban safari. Jackets, duster coats, midi dresses and khaki shirts feature painted flowers, pants and sweaters have a soft and slouchy look, and colours are earthy sand, beige, blue and black. Everything evokes the look of a traveller as she explores the Mediterranean coast, from Tangiers to Athens. Moreover, to make sure she doesn't take herself too seriously, the knitwear created with typical Benetton flair features elephants and turtles. Practicality is the watchword – lots of drawstrings, hoods and maxi pockets – along with a sense of freshness from cropped jackets and unlined bombers with a mini turtle print to pair with ochre carrot pants. Summer is made for pastel shades, with rainbows radiating from T-shirts, tops and circular skirts. Pretty, upbeat pink - never forget to smile – ticks all the boxes on maxi pants, skirts and two-pieces with a very contemporary fit. Benetton pays its own tribute to Snoopy and Peanuts, whose stories animate circular skirts, telling of friendship and uniting the generations, with style.

Long, fresh cotton dresses are romantic yet cool. There's a feel of Sicily and Greece about the black maxi dress with airy but restrained lines. UCB's black for summer is elegant and simple, as at home in the city as at the seaside. It goes well with the Klein Blue and that of Portuguese azulejos featured in embroidery on white dresses with fitted waists and puff sleeves. Blue, black and white are the must-have colours for "big hearted" knitwear that plays with stripes, slogans and inlays. Pants are wide, in white cotton, or straight-leg and oversized in denim. Add a colourful T-shirt and your summer look is complete.

MAN

The UCB man also cannot wait to finally go travelling again, with light, multi-tasking, easy-to-pair looks. Slim cuts and pieces to layer with elegant easiness in shades of tobacco, egg white and pale blue. Carrot pants, clean-cut crew neck T-shirts with eco-friendly prints and light jackets with a spotted motif tell the story of an intelligent style, as do the army green polo shirt in linen jersey, relaxed fit denim pants, cotton sweaters and nautical stripes. A style to suit all men, from the youngest to the more senior, with a focus on blue. This time, for printed T-shirts and sweatshirts Jean-Charles de Castelbajac has chosen the Smurfs (who could be bluer?) to evoke blue skies, oxygen and clean air to breathe outdoors.

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