

UNITED COLORS OF BENETTON KIDS SS21

HEY CHILD, STAY WILD... AND SWEET

The Benetton world is a place of freedom, where everyone chooses what makes them happy: reading Snoopy comic strips for a laugh, roaring like lions to make themselves heard, making the highest jump playing basketball, dreaming dreams inspired by rainbows. Bene-boys and girls have only one wish: to get back to having fun and dressing in a way that's colorful, comfortable and smart.

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GIRLS

From outfits for little ones to looks for (almost) adolescents, there are many ways to be girls in Jean-Charles de Castelbajac's SS2021 collection for UCB. Tiger or zebra stripes, rock & glamour, sweaters with fun inlays, pink and black, coordinating accessories – beanies and bags – and the faux-leather silver biker jacket with zips, like Eighties pop stars. Girls can choose a burst of techni-color, like a Martin Parr photo, where cotton summer dresses come in fuchsia, aquamarine and lime yellow. Vichy bon ton outfits are off the shoulder preppy gingham, while favourite t-shirts come with jaunty ruffles and matching shorts. Candy shades of violet, pink and pale blue create a rainbow that shines on cotton t-shirts, circle skirts and tops with lettering. The stories of Snoopy and his friends feature on sweaters and skirts, helping kids "learn" how to read while having fun. Logo-printed smocked cotton sundresses with little bows on the shoulders have an almost pop art feel, while sweaters with sequin motifs and playsuits for the beach are irresistible. And since there's a need for physical exercise, UCB has also designed an athleisure style, with elastam tops, hoodies, platform sneakers with inserts and logo-mania stretch leggings. Colors are shocking pink, red and black, shades a very special "girl" – Minnie Mouse – feels good in. Young, smart and independent, the legendary Mickey's girlfriend is more than capable of looking after herself. Re-mind you of anyone?

BOYS

From the cute look when they're toddlers dressed in light joggers and sweatshirts in Benetton colors, college stripes and superhero T-shirts, to cartoon-style prints featuring roaring tiger cubs and urban sharks on tops, polo shirts and hoodies in orange/black. After months of distance learning, who doesn't want to shoot some hoops in canvas sneakers, trompe l'oeil basketball-effect sweat-shirts or T-shirts sporting Mickey Mouse's unmistakable profile? For acrobatics at the skatepark there are slim-cut jeans, colored joggers, tartan shirts and faux-leather biker jackets. Finally, it's back to sport at the seaside: light blue tank tops, highlighter green fleece shorts and nautical stripes in an optical version on tees are all easy chic. Dreams of being a Marine? The camouflage total look in grey and olive green with contrasting lettering will make the more adventurous happy.

"We are united!", shout Benetton kids with glee - and they're right. Stay United. Stay Benetton.

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