

## **GHALI IS THE UNITED COLORS OF BENETTON BRAND AMBASSADOR FOR 2021**

*By choosing the Milanese rapper of Tunisian origin – currently in the studio working on his latest album – the Italian brand for the first time partners with an artist who embodies its founding values of multiculturalism and integration.*

### **Ghali will create a capsule collection for United Colors of Benetton.**

A rapper whose signature sound is a blend of styles, Ghali - already one of the most influential artists of his generation - will become the face of the United Colors of Benetton brand. As part of the new collaboration, Ghali will create a capsule collection and content that will celebrate both his and the brand's values.

For the first time, United Colors of Benetton is linked to an artist who perfectly embodies the label's values. Born in Italy to Tunisian parents and raised in the suburbs of Milan, the melodies of his songs mix oriental and electronic sounds, while the lyrics speak explicitly of dialogue and integration, with verses in Italian, French and Arabic.

"We admire his style, his ideas, his attitude," remarks Massimo Renon, CEO of Benetton Group. "We are thrilled to partner with a great artist, especially one who shares our values."

"Every opportunity to experiment and expand my art delights me," comments Ghali. "I am very proud and happy to create a capsule collection for a brand like United Colors of Benetton. It's a great challenge and I can't wait to get to work."

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