

UNITED COLORS OF BENETTON FALL WINTER 24 KIDS

LOVE OF OUR LIVES

The most precious love – our children: our future, hope, joy and happiness. And that creative chaos that always hovers around them. United Colors of Benetton has designed a FW24 wardrobe that celebrates the joy of being a child, helping kids express themselves through fashion

GIRLS

Get ready for a love invasion: hearts in all shapes and sizes, printed on sweatshirts, embroidered or inlaid on sweaters, multiplied on rain capes. There is a lot of sweetness in the Benetton Kids range for girls. Soft chenille is this season's top fabric, with fluffy knits, cables, cropped fits, velvet effect, openwork and vanisé stripes. Pop romanticism for Benetton girls also looks to what is trending now, with shaded knit vests and skirts, flared velvet trousers and short tops. Colors are both cheerful and decisive, reflecting the character of these "little women", who love to mix various shades of pink, purple, fuchsia and silver, as well as checks and stripes. New this year is laminated denim, irresistibly "grown-up", along with a variety of jeans for every taste and style, ranging from "slouchy fit" to carrot, high-waisted or pleated – all a bit '80s.

These girls create their looks on their own and do selfie fit checks: they're big fans of athletic/casual wear, playfully overindulge in wild sequins and glitter slogans, and love jeweled appliques. Even the classic puffer jacket, quilted or gathered at the waist, is worn with smarter looks, or layered over checked shirts and velvet minis. Unforgettable party looks feature pants decorated with delicious jeweled buttons and full-skirted dresses, embroidered shirt collars and pastel colored matching sets with bows, pleats and puff sleeves.

BOYS

Athletes and budding college students, smart guys with dad's style, eco-friendly from an early age and comfortably warm with parkas and teddy bear jackets: Benetton boys lack nothing in terms of personality. The men of tomorrow are offered a practical wardrobe, featuring hologram-style shaded-effect faux down jackets, as well as parkas and jackets trimmed with eco-fur: a big "teddy trend" that migrates from adults' technical clothing to that of youngsters, keeping them warm with the Benetton guarantee and offering the advantages of sustainability. Another big theme is jeans, much loved by kids and with many different fits, cuts, colors and treatments. A variety possible only thanks to the expertise of a brand that has been dressing new generations all over the world for more than 50 years. So here we have slouchy, baggy, flared, carrot and slim styles – along with worker, in non-stretch denim, with a large pocket. The "right" denim – in washes from indigo blue to stone washed – to pair with sailor style jacquard sweaters with cables and knots available in a vast selection of colors. Basically, it's a visual communication course: "Tell me you're a Benetton kid without *telling* me you're a Benetton kid."

This world of play and adventure, where basics are reinvented and indispensable, overlaps with street style fashion – which as always looks to subcultures, hip hop, the relaxed aesthetics of casual preppy – and, is epitomized by terry knit college sweatshirts, varsity jackets (very on trend this season) – and check flannel shirts. Finally, for little gentleman, there

UNITED COLORS
OF BENETTON.

are smart interlock suits, polo shirts and oxford shirts, to pair with edged cardigans. Irresistible, even if a little bit cheeky.

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