

## UNITED COLORS OF BENETTON FALL WINTER 24

### A POP THEORY OF FASHION

**New look pinstripes for the office; a touch of the Wild West with velvet as an ally; roses, hearts, the Eighties; a sporty vibe and stripes in a thousand shades: Benetton's FW 2024 collection features as many personalities as the brand has customers, of every age and from all around the world. A collection that is increasingly an expression of "quality pop fashion".**

The same goes for Benetton's FW24: from super-versatile pieces – remember that United Colors of Benetton basics are like a canvas on which every look is drawn – to creative knitwear whose workmanship is the fruit of over half a century of know-how and features cables, mesh knit, checks, jacquard patterns, alpaca blends, multicolored and vanisé yarns, Andrea Incontri's designs for Benetton reflect a world made up of choices. First and foremost, Be You, be yourself, but the variations are infinite. Like many shades of many colors.

UNITED COLORS  
OF BENETTON.

### WOMAN

United Colors of Benetton restyles the fall-winter wardrobe with a medley of new ideas: - from the knitted maxi cardigan in printed yarn – almost a multi-colored wool coat in on-trend boho-chic – to shaped minidresses in stockinette stitch, rose-printed twinsets, blue striped "boating" classics and jacquard pullovers. Even as basics are in "quieter" shades, vibrant colors – one of this historic brand's signatures – are very present in the FW collection. Starting with an irresistible maxi dress in printed yarn with pixel-effect nuances to be accessorized with XL scarves and maxi eco-leather bags, like the small yet cultish Be Bag. Then there is the entire college look-inspired range featuring velvet, and outfits with a vaguely Seventies feel – think midi skirts with splits worn with knee-high boots. Velvet is also for outerwear, such as the beautiful double-breasted trench coat in wide wale corduroy, as well as for the cropped field jackets. Seasonal musts for fall are soft, warm cottagecore looks in muted tones, and for winter, alpaca blend sweaters with colorful big stripes – pieces, that can brighten up a rainy day just on their own. Meanwhile, Incontri adds a twist to classic windowpane checks: from an unlined coat in Prince of Wales, to knitwear with XL diamond inlay, and checked woolen fabrics.

Each piece of the collection is paired with denim pants rethought in every variant – from skinny to mom fit – with, infinite combinations of texture, cut and fit. The same variety applies to coats, jackets and trench coats in – sometimes heart-shaped – quilted nylon. It's a look, halfway between sporty and hunting style, with the warm lightness that provides comfort and freedom of movement. The season's top trends for the really cold weather are the maxi-duvet coat in real recycled down and, eco fur jackets with stand-up collars. The collection features a series of knitted accessories, hats and cable-knit scarves. Some products speak of sustainability, using fabrics with recycled polyester and eco-sustainable viscose.

### MAN

A sporty attitude, jersey tracksuits and prints with echoes of the legendary '80s, brushed Shetland knitwear and accessories, Nordic-inspired jacquard-effect pullovers and crew-neck sweaters with all-over inlays: – Benetton menswear for fall/winter is rich in color and personality. The brand's expertise comes to the fore with meticulous workmanship and an infinite number of options: from lozenges to striped stockinette stitch, cables and Aran knits. A wardrobe that mixes well with minimal classic corduroy pants, flannel over shirts or long-sleeved rugby shirts in jersey, also in camouflage or with slogans on the front – a smart 'recovery' of the brand's heritage. Utility style waxed jackets with check linings and waxed vests are those special pieces that are ideal for the transition from one season to another, while nylon puffer jackets with recycled real down are essential for the coldest days. This is iconic fashion that is all about being well dressed without excess. It

can be seen in the vibrant hues, patterns, and casual and urban combinations: it is the key to Incontri's style, which focuses on perfecting clothes to make them versatile and wearable. A perfect concept for United Colors of Benetton.

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