

Postcards from the World: Summer Traveling with United Colors of Benetton

Spring in Tokyo and Paris, summer in the Mediterranean sun: this is the travel itinerary for United Colors of Benetton's SS25. For the first warm days, the urban style inspired by Japan blends with a Parisian mood, while summer – with sea tones fading into sunset hues – is entirely Mediterranean.

WOMEN

Summer is travel, discovery and a desire for freedom. A mood that United Colors of Benetton translates into a collection inspired by some of the most beloved places for contemporary explorers: Tokyo, Paris and the Mediterranean Sea. Looks blending technical fabrics like crisp nylon with fluid acid-wash jersey draw inspiration from Japan's lively capital. Colors are vibrant pink and blue. Meanwhile, classic and chic garments evoke the sophisticated elegance of the Ville Lumière, such as pinstripe suits that are even more sensual when worn directly on the skin. There are also horizontal striped sweaters, soft blouses and feminine cotton gingham skirts. Floral patterns, from Liberty to stylized daisies – light and naïve – always evoke transalpine imagery.

From spring to summer, as the seasons change so, too, does the destination: the Mediterranean, with its colors, warm sun and majolica-covered architecture inspires fluid garments in sea and sunset sky colors. Must-haves include jacket and trousers or jacket and Bermuda shorts suits in lyocell and linen, 'borrowed' from the men's wardrobe. 100% feminine, however, are the dresses and skirts with foliage and floral prints, twinsets and knit suits, embroidered shirts and skirts.

As always, knitwear is a star of the collection: this is Benetton, after all. And with the new season, come new yarn varieties, like printed and ribbon yarn, multicolored and with openwork diamonds patterns.

In terms of outerwear, the viscose coat returns in an updated version in eight colors, while the classic 100-gram jacket – an evergreen – is available also for men and children. Denim, one of the brand's best-sellers, is another seasonal must-have, with new entries including the foulard shirt, half-wheel skirt and chemisier dress, and new, vibrant tints like yellow, orange, pink and blue.

The collection also includes some reinterpreted continuative items featuring an enriched color palette: linen garments in saturated and pastel hues – striped and printed with maxi daisies – and young, vacation-inspired garments in crochet ribbed knitwear with twists or openwork that add to the summery vibe.

MEN

The SS25 for men is also inspired by Tokyo: it is an urban-style collection of which ripstop trousers, characterized by a fresh and linear cut and outdoor details, are the best examples.

Knitwear features mouliné yarn, creating unique, complex and contemporary shade effects. Also unique are the colors of the crewneck sweaters, treated with acid wash, which delivers a worn look. Meanwhile, stockinette stitch sweaters come in the classic palette of navy blue, bottle green, gray and black. In outerwear, the classic, colored car coat has acquired a more relaxed and dynamic cut.

UNITED COLORS
OF BENETTON.

From spring to summer the main change is in the materials used, while the Mediterranean mood is expressed through embroidered shirts and t-shirts. United Colors of Benetton offers a wide and varied linen collection for men, also. Here the color palette is divided into two: on one side, classic navy blue, white, beige, and light gray; on the other, pastel shades of mandarin, light blue and water green. As for denim, the collection includes linen and cotton chambray washed blazers, pleated trousers, Bermuda shorts, and bowling shirts, which are a seasonal trend. Finally, the polo shirt. One of the brand's icons, this item also gets rejigged in a summer key. The classic cotton piqué version lights up in yellow, orange, pink, light blue and blue, while a new, elegant knit polo shirt comes in a variety of different yarns.