

## BENETTON LOOKS TO KOREA WITH A NEW CAPSULE

*United Colors of Benetton launches 'BBOLD', a new capsule collection inspired by the Korean Wave*

Milan, 16 2025 – United Colors of Benetton launches '**BBOLD**', a capsule collection exclusively for women, inspired by the Korean Wave. Designed in **Seoul** by a team of local creatives, the collection mixes the brand's colorful heritage with aesthetic codes that are easily recognizable. The capsule will be available starting April 18 in Benetton stores in Europe, including in Milan (Corso Vittorio Emanuele), Rome (Trevi), London (Oxford Street), Paris (Opera) and Vienna (Kaertnerstrasse), and online in Italy, the United Kingdom, France, Germany, Austria and Ireland.

The pillars of United Colors of Benetton – color, knitwear, denim – cross pollinate with the contemporary style seen on the streets of the Korean capital, where an active lifestyle, practicality and creativity are the main ingredients of an inclusive style.

In BBOLD, color is the star of a line of sweatshirts in cotton/viscose blend and poplin shirts characterized by a relaxed fit, vertical stripes and bright colors as well as prints featuring the 'Bb' logo.

Then there is knitwear, reinterpreted in a contemporary key. In addition to cardigans, there are t-shirts, sweatshirts, shorts and sheath dresses, all made in knitwear. Cotton and soft viscose, modern fits, pastel colors, jacquard or embroidered logos combine with sporty but sophisticated details

And then there's denim: high-quality, durable cotton over size shirts with rope-colored stitching and vintage buttons with pearls, cropped and boxy jackets that play with proportions – and of course jeans, the classic 5-pocket high-waisted, straight or wide leg with a 'semi-over' fit, available in two washes and with vintage details.

Finally, there is a line of activewear – inspired by the Korean running trend – that includes two complete looks with tops, tight or running shorts and socks, characterized by technical fabrics, high-visibility tapes and color block details.

With the launch of BBOLD, Benetton Group – which has always been open to cross pollination between different cultures and ideas – demonstrates the great attention paid to the tastes of the new generations, looking to a nation – Korea – that in recent years has been able to influence the cultural discourse, from cinema to music, from TV series to fashion.

BBOLD is part of the new Benetton Group strategy, in which South Korea is a very important market for the Italian fashion company, present in the Asian country with about 300 United Colors of Benetton and Sisley stores each representing a point of reference for consumers in terms of fashion trends.

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