

FROM FOLIAGE TO FIRST SNOWFALLS: THE SEASONAL JOURNEY BY BENETTON KIDS

A colorful and functional wardrobe for FW25, ready to accompany little ones through school days, playtime, and special moments.

The FW25 season of United Colors of Benetton Kids opens with a collection designed to follow the rhythms of daily life and the first chill of the season, offering cozy, vibrant pieces full of personality. It's time for back to school, sports, leisure, and the first festive moments of the colder months. The wardrobe is enriched with styles that tell—through the language of childhood—a story of discovery, dreams, and freedom.

GIRL

The season kicks off with nature-inspired themes: floral prints, stylized animals, and delicate embroidery adorn sweatshirts, dresses, and skirts made from warm, soft fabrics. Multicolor jacquard knitwear adds a romantic touch, paired with tone-on-tone accessories.

UNITED COLORS
OF BENETTON.

Back-to-school takes on a college vibe with bomber jackets, pleated skirts, graphic tees, and coordinated jacket-bermuda sets, all in a refined palette of navy blue, burgundy, cream, and blush pink. Everyday essentials include cardigans, fleece pants, wool-viscose blend tops, and cozy sweatshirts—versatile pieces perfect for layering and mixing.

For special occasions, the wardrobe becomes playfully elegant: tulle skirts, sequin dresses, lurex details, and floral patterns shine through a soft, luminous color palette that highlights every girl's individuality.

As winter sets in, the collection grows more sophisticated. Animal-print velvet makes a comeback alongside wide-leg pants, skirts, and sweatshirts embellished with rhinestones and lurex. Outerwear reinterprets the classic shearling coat with an urban twist, offering varied styles for both younger girls and juniors.

BOY

For boys, nature takes on a city vibe: printed sweatshirts, graphic tees, and colorful denim are paired with comfortable knitwear featuring bold prints. The college look translates into practical yet stylish pieces: sweatshirts with patches, cargo pants, and bomber jackets come alive in a soft, urban palette of heather gray, burgundy, and dusty blue.

The heart of the everyday wardrobe includes fleece or stretch gabardine pants, knit tops, cardigans, and relaxed-fit sweatshirts designed for comfort through every adventure.

For dressier moments, the collection offers sleek Milano-stitch sets with clean lines and pleasant textures, ideal for ceremonies or family outings.

As winter deepens, a modern narrative emerges where the Arctic meets the city: graffiti sweatshirts, cargos, denim, and polar bear graphics set against icy skylines create a bold, playful, and creative aesthetic.

BABY

United Colors of Benetton's Baby collection for Autumn/Winter 2025 begins with a story inspired by nature, enriched with touches of poetry, humor, and magic. Original motifs—from slices of bread to donuts to the four elements (water, fire, air, and earth)—reinterpret autumn in a sweet and whimsical way, turning each garment into a wearable story.

With winter's arrival, imagination comes to life in pop-Arctic landscapes featuring skateboarding penguins, bicycling polar bears, and funny characters strolling with stereos or imaginary friends. Watercolor-style illustrations, glow-in-the-dark details for boys, and glitter accents for girls bring a touch of enchantment to everyday outfits.

The color palette warms with neutral and pastel tones, while materials are carefully chosen for warmth and comfort: soft knits, thermal denim, printed velour, and fine corduroy come together in a cozy, versatile offering. Every piece is designed to dress little ones with freedom, tenderness, and style, supporting every discovery with clothing that speaks the language of childhood.

ACCESSORIES

The accessories collection completes junior looks with a mix of fun and practicality: washed bucket hats inspired by Arctic skies, faux fur mini totes, color block backpacks, and pom-pom hats reminiscent of snowballs. For younger girls, a padded star-shaped purse adds a playful, standout touch.

Iconic licenses enrich the FW25 offering by tapping into the imagination of the young: *Peanuts*, *Garfield*, *Lilo & Stitch*, *Harvard*, *Superman*, and *Batwheels* bring beloved characters into the collection. For Undercolors of Benetton, the *Santoro Gorguss* license stars across sweatshirts, pajamas, and nighttime accessories.

A wide and joyful selection that blends fashion with fun.