

## **COCO CAPITAN X BENETTON: THE SPANISH ARTIST DESIGNS A PLAYFUL CAPSULE FOR THE TREVISO BRAND**

*A creative paper-to-fabric project that endows poetic expression with form, giving voice to a shared vision of color, expression, and authenticity.*

Treviso, 3/10/2025 - United Colors of Benetton announces the launch of the new **Coco Capitán x Benetton** capsule, created by **Coco Capitán, a Spanish artist and photographer** known for her essential and deeply personal visual language.

This special collection combines her distinctive style with the brand's heritage, resulting in garments that enable and enforce self-expression. Each piece is enriched with handwritten phrases, created especially for this collaboration — intimate, poetic lines that run through the fabric and turn every item into a message to wear.

UNITED COLORS  
OF BENETTON.

### **WORDS YOU CAN WEAR**

Coco Capitán explains: "I think color has its own way of slipping in. For this capsule, I wanted to create an optimistic message, and I believe that being surrounded by Benetton's color universe made my words a bit happier, a bit louder than usual."

The capsule includes T-shirts, crewneck sweatshirts, vests, and embroidered knitwear in a range of colors. A lightweight padded cape with an all-over print completes the look.

The accessories selection features socks, scarves, baseball caps, and umbrellas. The phrases created for Benetton — "close my eyes & see you", "never alone, always accompanied by my thoughts", "something good must come" and "I see you in colors that haven't been painted" — reflect a universal and introspective spirit, aligned with the brand's values of inclusivity, freedom of expression aligned with the brand's values of inclusivity and freedom of expression and enhanced by the power of color.

This collaboration with Coco Capitán marks a renewed dialogue with the Treviso brand — after the FW19 capsule designed for Benetton Korea — and confirms United Colors of Benetton's commitment to supporting young international talents and promoting research in art and design.

The collection will be available from the second half of September in select Benetton stores and online at [benetton.com](http://benetton.com).

## **UNITED COLORS OF BENETTON**

United Colors of Benetton is a leader in knitwear and casual clothing. Founded on a unique mix of color, knitwear, and an inclusive spirit, it has always addressed the entire family, broadly understood, with a particular focus on younger generations.

## **COCO CAPITÁN**

Coco Capitán is a Spanish and English artist based in London, known for creative and design work that spans various media, techniques, and expressive languages. She loves to create, paint, reflect, write, take photographs, listen to others, solve problems, organize spaces, mix music, curate and design exhibitions — and much more.

Born in Seville in 1992, she moved to London at the age of 17 to study Fine Art: Photography at the Royal College of Art.