

## **UNITED COLORS OF BENETTON PRESENTS THE FW25 CAMPAIGN**

*The new FW25 campaign by United Colors of Benetton: a collaboration with THE artist Rick Dick, pioneer in using artificial intelligence as a creative tool.*

Treviso, 11/09/2025 – The new FW25 campaign by United Colors of Benetton marks an important step in the brand's renewal journey and confirms its digital development strategy, introducing novel expressive and experimental dimensions without ever losing sight of the strongly inclusive and authentic identity that has always defined the label.

Created by digital artist Rick Dick, the campaign fully reflects United Colors of Benetton's new vision, where the use of artificial intelligence amplifies the brand's aesthetic codes. Each garment is reinterpreted in its volumes and textures, in harmony with UCB's DNA.

The absolute protagonist is knitwear, long at the heart of Benetton collections. Indeed, the brand's knitwear garments are not only iconic: they represent a language of the body, an expression of freedom, physicality, and contemporary sensitivity.

The FW25 campaign stands as a manifesto of the brand's evolution: a label that aims to strengthen dialogue with new generations while using a contemporary perspective to emphasize its roots.

Composed of images and videos, the new campaign is synergistically deployed across print, digital, social media, and out-of-home channels, ensuring broad reach.

UNITED COLORS  
OF BENETTON.

### **ABOUT 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.

### **ABOUT RICK DICK**

Rick Dick is an Italian digital artist exploring the intersections of aesthetics, technology, and social themes through artificial intelligence. His artistic projects, often memes and viral images, use irony to analyze the world of fashion and pop culture, earning acclaim from industry professionals and high-profile collaborations.

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