

"STRANGER COLORS OF BENETTON": THE CAPSULE COLLECTION STARRING IN *STRANGER THINGS*

United Colors of Benetton presents "Stranger Colors of Benetton", an exclusive capsule collection inspired by the Upside Down universe of Stranger Things, the cult Netflix series.

Treviso, 15/10/2025 – To celebrate the highly anticipated fifth and final season of *Stranger Things*, United Colors of Benetton is launching a collection inspired by the series and worn by its stars.

The project is part of the broader brand relaunch strategy, aiming to engage in an authentic dialogue with the new generations. A young, attentive, and conscious audience that shows interest in a style that evokes legacy, perceiving it as an expression of identity and originality.

Developed in close collaboration with *Stranger Things* costume designer Amy Parris, the collection draws directly from the series' distinctive style and Benetton's rich 1980s heritage. It includes a selection of reinterpreted archive pieces already seen in the series or created in continuity with the original outfits.

UNITED COLORS
OF BENETTON.

"The connection between Benetton and Stranger Things came about almost by chance, at a vintage market in Los Angeles where I was looking for authentic '80s pieces for the fourth season and where I repeatedly came across original United Colors of Benetton garments from that period," says Parris. "Among them was a sweatshirt with the logo and the classic horizontal stripes, which was chosen for one of the characters and marked the first true encounter between the brand and Stranger Things. That intuition later led us to involve Benetton in creating the outfits of some of the fifth season's protagonists, giving rise to a collaboration that unites the historical heritage of the brand with the aesthetics of the series."

At the end of 2023, Parris explored UCB's historical archives in Treviso, focusing in particular on knitwear, the emblem of the brand. A selection of authentic 1980s garments inspired the limited-edition capsule collection that bears her signature. Some of these archive pieces will become the outfits of key characters in the fifth season:

- **Eleven** with a grey cropped polo sweatshirt paired with soft grey joggers and red comfort-fit shorts.
- **Holly** in floral velvet overalls with a heart-shaped patch on the chest, worn with a colorful sweater.
- **Erica** in a high-neck bomber jacket with long sleeves, an all-over "Scottish Terrier" print sweater, balloon-fit cotton trousers and a two-tone backpack.

The capsule extends to womenswear, menswear and kidswear (ages 6–12), with short- and long-sleeved T-shirts, sweatshirts and knitwear, features a line of accessories and finally an Undercolors of Benetton line of retro-style striped pajamas. It will be available from October 30 in Benetton stores and online at [benetton.com](https://www.benetton.com). A second drop planned for February 27, 2026, will expand the junior collection.

All the garments are easily recognizable thanks to a dedicated logo label, while the customized pieces by Parris will carry a label inspired by those used in the 1980s, signed by the costume designer herself.

The garments are distinguished by bold colors, striking graphics and materials typical of the '80s - elements that integrate perfectly with the retro aesthetic and strongly recognizable visual language of the series. Beyond their visual impact, Benetton's presence in the series also recalls the values that the brand has upheld since 1965. Inclusion, friendship, freedom of expression and multiculturalism are themes the series addresses in its storytelling and that have always represented Benetton's identity. These values serve as a common thread - linking fashion and narration, past and present - that celebrates the power of images as cultural and social tools.

The project includes a reinterpretation of the Benetton logo which, through graphics inspired by the Upside Down, creates the visual identity of the capsule: "*Stranger Colors of Benetton*". The initiative will be further enriched by an important collaboration with Puig, which will create an exclusive fragrance inspired by the universe of the series.

The highly anticipated final season of Stranger Things is coming to Netflix in three parts. Volume 1 on November 27 (four episodes), Volume 2 on December 26 (three episodes) and The Finale on 1st January. All episodes will be available to stream at 1 AM GMT on their respective release dates.

UNITED COLORS OF BENETTON

United Colors of Benetton is a leader in knitwear and casual, Italian-style clothing. Founded on a unique mix of color, knitwear and an inclusive spirit, it has always been aimed at the whole family - understood in a broad sense - with a special focus on the new generations.

[benetton.com](https://www.benetton.com)

[benettongroup.com/media-press](https://www.benettongroup.com/media-press)

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ABOUT STRANGER THINGS

Created by The Duffer Brothers, *Stranger Things* debuted in 2016 and quickly became one of Netflix's most popular television series ever, with its fourth season alone amassing over 140.7M views globally. Rooted in '80s nostalgia, it boosted Kate Bush's track "Running Up That Hill" into the Billboard Hot 100 chart for the first time in its 38-year history. The series has also garnered over 70 awards worldwide including ***Emmys®*** and the Screen Actors Guild Award for Outstanding Performance by an Ensemble in a Drama Series, and has been nominated for over 230 awards. The highly anticipated fifth and final season will release later this year in three volumes at 5PM PT: four episodes on November 26, three episodes on Christmas and the finale on New Year's Eve. The beloved franchise offers fans various ways to engage with the cultural phenomenon year-round, including: the Olivier and Tony-award winning stage play, ***Stranger Things: The First Shadow***; a collection of books takes fans deeper into the story; the touring ***Stranger Things: The Experience*** which recently expanded to Brazil and Australia; *Stranger Things: Escape the Dark*; a brand new immersive experience set to open at ***Netflix House*** later this year; ***an animated series*** that will take fans back to Hawkins; fans celebrate November 6 — the day Will Byers went missing — as 'Stranger Things Day;' and they can follow ***@StrangerThings.Things*** for fun ways to bring the world into their everyday lives.

AMY PARRIS

Amy Parris is an American costume designer with extensive experience in film and television. Known for her attention to detail and her ability to build visual storytelling through costumes, she has collaborated with platforms such as Netflix, HBO and Paramount. Since 2019 she has been responsible for the costumes of *Stranger Things*, helping to define the unmistakable style of the series starting from the third season. Her work has influenced the way contemporary pop culture reinterprets/recollects the 1980s, making her one of the leading figures in costume design internationally.