

UNITED COLORS OF BENETTON PRESENTS THE "STRANGER COLORS OF BENETTON" CAMPAIGN

The iconic atmospheres of Benetton's campaigns come to life once again, intertwining with the darkness of the Upside Down.

Treviso, 20/11/2025 – United Colors of Benetton presents the campaign **Stranger Colors of Benetton**, dedicated to the exclusive capsule collection inspired by the Upside Down universe of *Stranger Things*, the cult Netflix series. Available from October 30 in Benetton stores and online, the collection – developed in collaboration with the series' costume designer, **Amy Parris** – is worn by *Stranger Things* characters **Eleven, Holly and Erica**, and reinterprets 1980s archive pieces, including garments that have appeared in the series or were created in continuity with the original outfits. Additional womenswear, menswear and kidswear items complete the collection. The pieces stand out for their bold colors, striking graphics and iconic materials, blending the series' aesthetic with Benetton's distinctive visual language.

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OF BENETTON.

The **Stranger Colors of Benetton** campaign unfolds across two visual dimensions. It opens with a photo shoot that recalls Benetton's iconic campaigns, featuring a white background as a defining element and celebrating multicultural representation. This bright, open space is suddenly interrupted by a change in scenery: black takes over, symbolizing the void of the Upside Down, drawing the protagonists into its deep darkness. After this descent into darkness, the protagonists return to the bright setting of the photographic studio. The narrative unfolds through the campaign's distinctive imagery and a short clip, rich in suspense and characterized by an immersive visual effect. On set, symbolic objects from the 1980s - such as a stereo, a bicycle and an arcade machine - reinforce the connection with the imagery of that iconic decade.

With **Stranger Colors of Benetton**, the brand renews its visual language by merging it with the mysterious and magnetic aesthetic of the Netflix series. The project is part of the Benetton brand's relaunch strategy, aimed at fostering an authentic dialogue with younger generations while reaffirming its core values.

The capsule collection is available in selected Benetton stores and online at [benetton.com](https://www.benetton.com).

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 welcomed families of every kind, with a special focus on the new generations.

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

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

[Instagram](#)

[Facebook](#)

[TikTok](#)

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.