

BENETTON FORMULA: THE ESSENCE OF COLOR IN MOTION

Treviso, 11/12/2025 - Out of the pit boxes, cars on the grid, engines revving. Ready, set... go!

Born from the adrenaline of the racetrack, the **Benetton Formula** capsule collection celebrates thirty years since the brand's Formula 1 world titles and tells the story of the encounter between sporting spirit and contemporary design.

The Benetton Formula collection turns speed into style and color into a distinctive signature, capturing the thrill of single-seater racing and placing the wearer center stage. It's a versatile, unisex line featuring: a blue bomber jacket with the yellow Benetton Formula logo, an expression of determination; a sand-colored worker shirt with a "The New Kids on the Block" patch; and T-shirts and a sweatshirt – in white or black – featuring the iconic green single-seater, a symbol of speed and challenges on the track.

UNITED COLORS
OF BENETTON.

The capsule is available in Benetton flagship stores in Treviso, Milan and Rome, in major international stores in London, Paris, Barcelona, Madrid, Munich and Frankfurt, and online at [benetton.com](https://www.benetton.com).

Benetton Group's presence in Formula One, from 1983 to 2001, represents a unique story of sport, entrepreneurial talent, innovative communication and technological research. Over nineteen years in the world's top motorsport championship, the team achieved significant victories, including the 1994 drivers' world title and, in 1995, both the drivers' and constructors' world titles.

By the end of its F1 run, Benetton Formula had participated in 260 Grands Prix and attained 27 victories. Benetton's presence left an indelible mark on the motorsport world: it was the first fashion brand to own and run a Formula One team, achieving top-level results not only in communication, but above all in sport.

Drive the color. Drive Benetton.

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.

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