

## **JEAN'S WEST – STORIES STITCHED IN DENIM**

Treviso, 9 March 2026 – Merging timeless tradition with a contemporary vision, Benetton Group re-launches Jean's West, a collection that draws on the mythology of the Far West and reshapes it with refreshed silhouettes, authentic details and materials that tell timeless stories. Since 1974, the brand has built its own language around denim and Western aesthetics, reinterpreting their most authentic codes.

The collection fits into the contemporary fashion landscape thanks to an original and recognizable style. Jean's West pieces speak to the new generations, who are sensitive to contemporary reinterpretations and to a genuine, lived-in style, while preserving an appeal for an adult audience that identifies with this universe of distinctive details and references to tradition.



At the heart of the collection is denim. A return to the origins, where this fabric confirms itself as an essential piece of the everyday wardrobe, capable of telling stories through every detail.

UNITED COLORS  
OF BENETTON.

A distinctive sign of the brand, the iconic logo featuring three horses is renewed with a contemporary design. Present on the back label of trousers and as a print on T-shirts and sweatshirts, it becomes a narrative and identity-defining element of the collection.

The Jean's West capsule will be available from the end of February in 40 selected stores and online at [Benetton.com](https://www.benetton.com). In United Colors of Benetton stores, a dedicated corner will be present, designed to immerse the public in the brand's stylistic universe and in references to the world of the West.

### **Collection details**

Denim is offered in three washes — rinse, light and vintage — achieved through extended stone-washed treatments, which give the fabrics a lived-in character and an authentic texture, recalling iconic 5- and 10-year washes.

From this balance between past and present comes a collection of trousers — bootcut, regular and carpenter for men; wide, bootcut and cropped with turn-up for women — that offers a versatile wardrobe consistent with the brand's identity.

The proposal also includes T-shirts, shirts and outerwear. The women's line introduces a light-wash denim shirt dress and a paneled skirt with a reworked effect, while the outerwear offering is enriched with two jackets

with a vintage look and a long, denim-rinse trench coat, conceived as a transversal piece.

Shirts resurface as an identity element: yarn-dyed check for men and bandana-print viscose with a knot detail for women. T-shirts and sweatshirts feature Western-inspired graphics reinterpreted in a contemporary key, while canvas sets expand the offer, maintaining a functional and authentic aesthetic.

Accessories complete the proposal, rendering the Jean's West universe immediately recognizable and building a total Western look: garment-dyed caps with embroidery, canvas tote bags with Jacron labels, colorful bandanas with the horse logo, scarves embellished with leather stoppers, bold-colored boot socks and leather belts. A reference to the traditional Western wardrobe, reinterpreted through functional and carefully crafted details.

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