

UNITED COLORS OF BENETTON PRESENTS THE SS26 CAMPAIGN

The new campaign celebrates the evolution of the brand through the expressive energy of the talents Juan Perales and Kyshan Wilson

Treviso, 19 March 2026 – United Colors of Benetton presents its new Spring/Summer 2026 campaign, marking a further chapter in the brand's evolutionary journey and strengthening its dialogue with younger generations through an authentic, positive and contemporary visual language.

Starring in the campaign are Juan Perales and Kyshan Wilson, international talents and faces of the new creative generation: Perales is among the leading actors of the series *Olympo*, while Wilson is a breakout star of the Italian series *Mare Fuori*. These two celebrities embody the brand's values of spontaneity and individual expression in a natural and effortless manner. The narrative unfolds around their personalities and body language, transforming gestures and expressions into a message of positivity and freedom.

The choice of these two ambassadors reflects the brand's desire to represent a dynamic and self-aware generation, reinforcing Benetton's longstanding commitment to authentic and contemporary storytelling.

The campaign highlights the collection, defined by a color palette that alternates delicate, luminous tones – including yellow, lilac, green, pink and beige – with deeper, more decisive shades, including blue and burgundy. Color, a foundational element of the brand's DNA, becomes an expressive and narrative tool, capable of complementing and amplifying the protagonists' energy.

The collection features garments designed for a contemporary, versatile, everyday wardrobe: blazers, shirts, blouses, trousers, polo shirts and accessories, all characterized by attention to detail and quality of materials. Linen – appreciated for its lightness, freshness and durability – takes center stage, giving life to pieces designed to stand the test of time. Alongside linen, cotton confirms its role as an essential fabric, chosen for its comfort and natural feel. The entire collection thus reflects Benetton's longstanding commitment to the use of natural-origin yarns – a choice that combines quality and meticulous attention to detail in every garment.

Comprising both images and video content, the SS26 campaign will be rolled out across print, digital and social media channels, ensuring a fully integrated and coherent multichannel experience.

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.

[benetton.com](https://www.benetton.com)
[benettongroup.com/media-press](https://www.benettongroup.com/media-press)
[Instagram](#)
[Facebook](#)
[TikTok](#)

UNITED COLORS
OF BENETTON.