

Benetton Rugby capsule collection

The Benetton Rugby capsule collection fuses the United Colors of Benetton identity with the heritage of rugby, in a dialogue inspired by the Benetton Rugby team, the field, and its sports tradition. The capsule strikes a balance between tradition and modernity, where high-quality materials and attention to detail come together with a distinctive color palette and authentic design.

The collection brings the team's spirit and identity into everyday life through a selection of essential and versatile pieces. At the heart of the capsule is the polo—an iconic staple of Benetton's DNA—which reinterprets two archival designs from 1989 and 1995 with a contemporary twist and in a variety of colors.

Rounding out the collection are short-sleeve T-shirts with contrasting collars and sleeve hems, a green-striped half-zip sweatshirt, and a bucket hat, all featuring the Benetton Rugby logo and the iconic lion.

The project also extends to the players' wardrobe, with a selection of United Colors of Benetton items designed to accompany Benetton Rugby athletes in their time off the field. Polo shirts, T-shirts, and dress shirts, knit sweatshirts, jackets, and coats embody the team's style by combining comfort, elegance, and identity in a contemporary aesthetic.

The color palette centers on Benetton green and forest green, complemented by cream and navy, striking a balance between heritage and contemporary style, while the details reinforce the collection's off-field character.

The capsule will be available starting September 25 at select United Colors of Benetton stores in Italy and abroad, and online at Benetton.com starting September 29.

A project that strengthens the bond between United Colors of Benetton and Benetton Rugby and translates the values of sports into a contemporary style defined by character, authenticity, and team spirit.

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