

Boa, a new Korean face for the United Colors of Benetton Spring/Summer campaign

UNITED COLORS
OF BENETTON.

Ponzano 20 March 2013. The new United Colors of Benetton fashion campaign launches in South Korea today, with a new face for the local market: Boa, a South Korean singer, joins the nine personalities who, with their commitment and cosmopolitan approach, embody the spirit of the new Spring/Summer 2013 collection.

Launched in Paris on 23rd January, the new fashion campaign once again places color at its centre, with a new interpretation that uses the original stories of an international team of ambassadors to illustrate United Colors of Benetton's passion, innovation and openness to the world.

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