

FALL 2016

F C L O  
T R S  
1 F O R  
6 H U M  
A N S

UNITED COLORS  
OF BENETTON.

MAGALOG





UNITED COLORS  
OF BENETTON.

Humans.

Some are happy,

Some are sad.

Some are both.

They make love.

They make other humans.

They go to work.

They talk and yell, and cry.

They laugh, and snore, and sing.

That's who we make clothes for – Humans.

We make clothes for humans that come in different colors.

And different shapes.

Humans that look in mirrors.

Humans that are afraid of not having wifi.

Humans that hold different beliefs.

Humans that live lives in different places.

All humans.

Humans with heads that think.

Hearts that pump.

Hands that hold.

And mouths that kiss.

We make clothes for all of them.

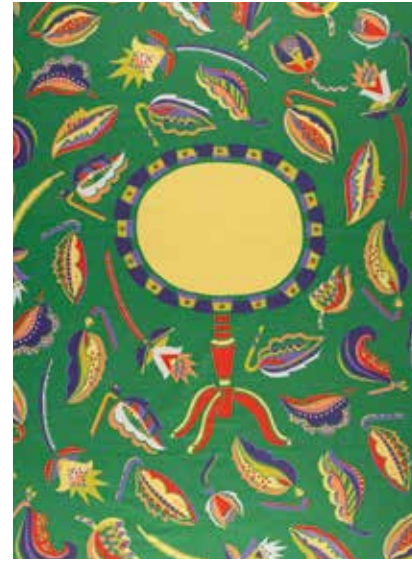
Humans.

Clothes for Humans





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Cover: Hinano, 8, girl scout, Tokyo, Japan.

It's time to go back to school. So adjust your sailor's ribbon, strap on your backpack, and don't forget that that microchip will let your parents know if you don't show. In your free time, just be yourself. Girl or boy, pink or blue, blonde or afro, trick or treat: everything works as long as you're the one who chooses. The world is full of clothes and every single one of them is a statement about style and identity, passion and belief, the moment you make it your own. This is the first issue of *Clothes for Humans*<sup>†</sup>, a magazine about the clothes of the world. It brings you stories of the beautiful and meaningful clothing that young people keep in their wardrobes, from Venice to London, Moscow to Bhutan, Lagos to Seoul. Because as long as there's human life on this planet, there will also be a kid getting up in the morning and having to choose what to wear •

<sup>†</sup> *Clothes for Humans* is a publication merging editorial content about the clothes of the world with catalog images from the United Colors of Benetton 2016 Fall collection.





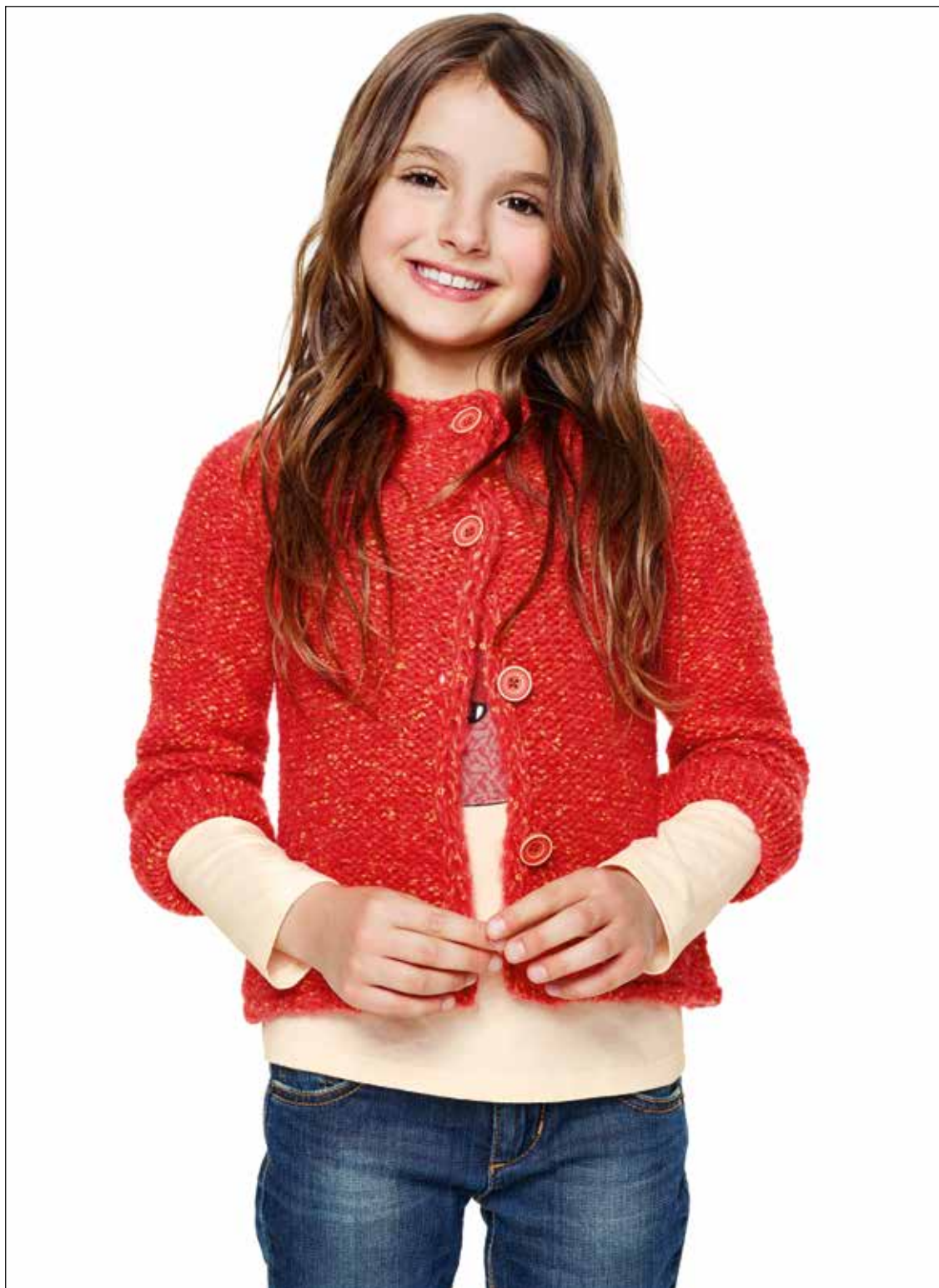
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**Soft and colorful round-neck sweater**  
**T-shirt with woolen details and print**  
 Go casual: denim skirt with buttons  
 Playful suede desert boots with fringes  
 On the left: **bright colors: knitted overall dress**  
**Soft and colorful round-neck jacquard sweater**  
 Playful suede desert boots with fringes





Exquisite knitted jacket  
 T-shirt with print and woolen details  
 Modern five-pocket jeans  
 On the right: classic cardigan with funny patches  
 Checkered shirt with pocket  
 Washed jeans for a trendy look  
 Suede desert boots



# School Uniform (UK)

¶ Pupils at Christ's Hospital in the UK have been sporting the same uniform for over 460 years: knee-high yellow socks, a navy blue coat, and a white barrister neckband.

¶ When the school's uniform was invented, blue and yellow were chosen because the dyes were cheap, and the colors could easily distinguish the students from pupils at other schools.

¶ The uniform is given to all students for free. In 2011, 95 percent of the school's students voted to keep the uniform.

In the mid-1500s, the University of Cambridge in England had an issue with ruffles. Its undergraduate pupils were forgoing their shapeless *cappa clausa*, or robes, in favor of flamboyantly colored lace, silk and linen. To curb such flagrant misbehavior, the university tightened its dress code. Away from the cloistered gentry at Cambridge, a charity school in West Sussex was facing a very different problem, also solved through uniforms. At Christ's Hospital, established in 1552, students wore belted blue cloaks and breeches, yellow knee socks and white neck bands to mark them out as "fatherless and poor children." Over 450 years later, Christ's Hospital students are wearing the same outfit – and, in 2011, 95 percent of them said they would like to keep it that way.

Around the world, millions of children go to school in uniformed masses. Some outfits are casual, like the khaki shorts of Australian schoolboys. Some countries' policies veer

towards the traditional. In Turkmenistan, for example, girls sling backpacks over embroidered green robes. Dressing like a mini-adult is also popular: in South Korea, secondary-school boys and girls wear neckties and blazers. Supporters of school uniforms say they promote inclusion and enhance school spirit, keep students focused on learning, and deter crime, while increasing student safety. A school district in California, USA, found that two years of mandatory uniform policy brought down sex offenses by 74 percent. Opponents, however, say that in many parts of the world they repress individuality and freedom of expression, and emphasize socioeconomic divisions. In Kenya, studies show that requiring children to wear uniforms deters those who cannot afford one from attending school •

→  
Ella, 14, Christ's Hospital, Horsham,  
West Sussex, UK











Around 1,200 students attend Lungtenzampa Middle Secondary School.



Founded in 1963, the Cadet School of the Heroes of Space in northern Moscow is affiliated with the Russian Air Force. Older students train in flying and parachuting.



In 1972, Bhutan's fourth Dragon King proclaimed that, "Gross National Happiness is more important than Gross National Product." Nearly two decades later a national dress code of traditional garb was enforced to promote citizens' emotional well-being. Lladen Taswang, 14, wears a *kira* (sari-like garment) as part of her school uniform.



From the age of 11 onwards, Heroes of Space students have three uniforms: a multi-purpose black outfit; a camouflage set for outdoor activities; and a special uniform for parades. Yaroslav, 13, was initially excited to wear his uniform, but now finds it annoying to keep it smart. Failure to meet the correct standards during weekly uniform inspections is punished with a shift on cleaning duty.



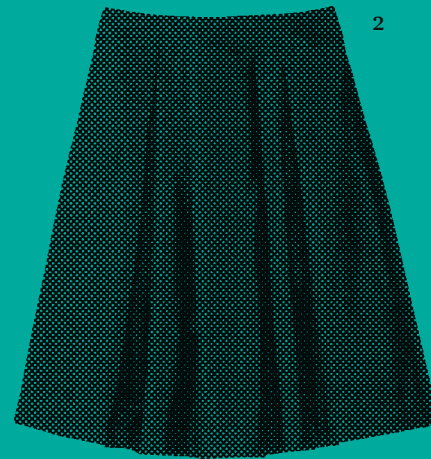
## What to wear for School

Accessories can be the most important part of an outfit, including a school uniform. From removable cotton slippers to bulletproofed backpacks, microchips to

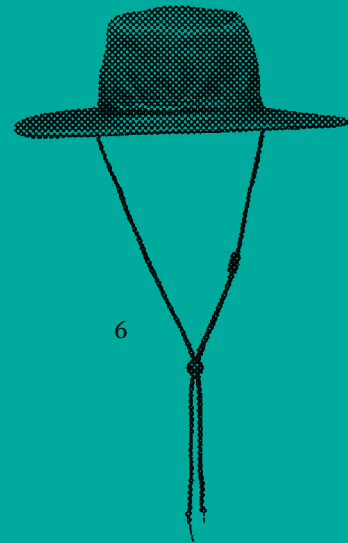
thick layers of sunscreen, some accessories are reflections of culture and tradition, while others are born out of necessity.



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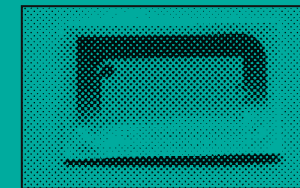
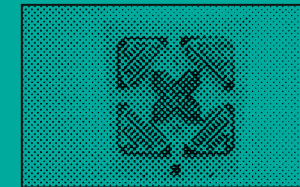
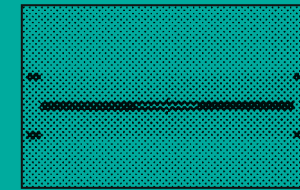
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### 1 SLIPPERS, JAPAN

Before entering the classroom, Japanese pupils remove their shoes and change into a pair of *uwabaki*, soft cotton slippers with rubber soles. Uwabaki are always white; a colored stripe across the toe sometimes indicates the wearer's grade level.

### 2 SKIRT, UK

Summer 2013 was particularly hot in South Wales, UK, as temperatures soared above 30 degrees Celsius. The heat wave prompted some male students, banned from wearing shorts to school, to put on breezy black knee-length skirts. That same year, Swedish train conductors also protested a ban on shorts by showing up to work in skirts.



5

## What to wear for School



4



### 3 LIFE JACKET, INDIA

For years, some students living in villages near Chhota Udepur, a city in Gujarat, India, had to get to class by swimming across the Hiran River using a brass pot as a flotation device. In 2014, an Indian-American couple purchased a motorboat and commissioned a retired rescue-operations expert to spend a month training locals. Clad in bright orange life vests the students are now ferried across the river in groups of eight.

### 4 BULLETPROOFED BACKPACK, USA

The USA has the world's highest number of mass shootings at schools, prompting US-based Guard Dog, which specializes in self-defense gear, to branch out into bulletproofed backpacks that retail for up to \$250.

### 5 MICROCHIPS, BRAZIL

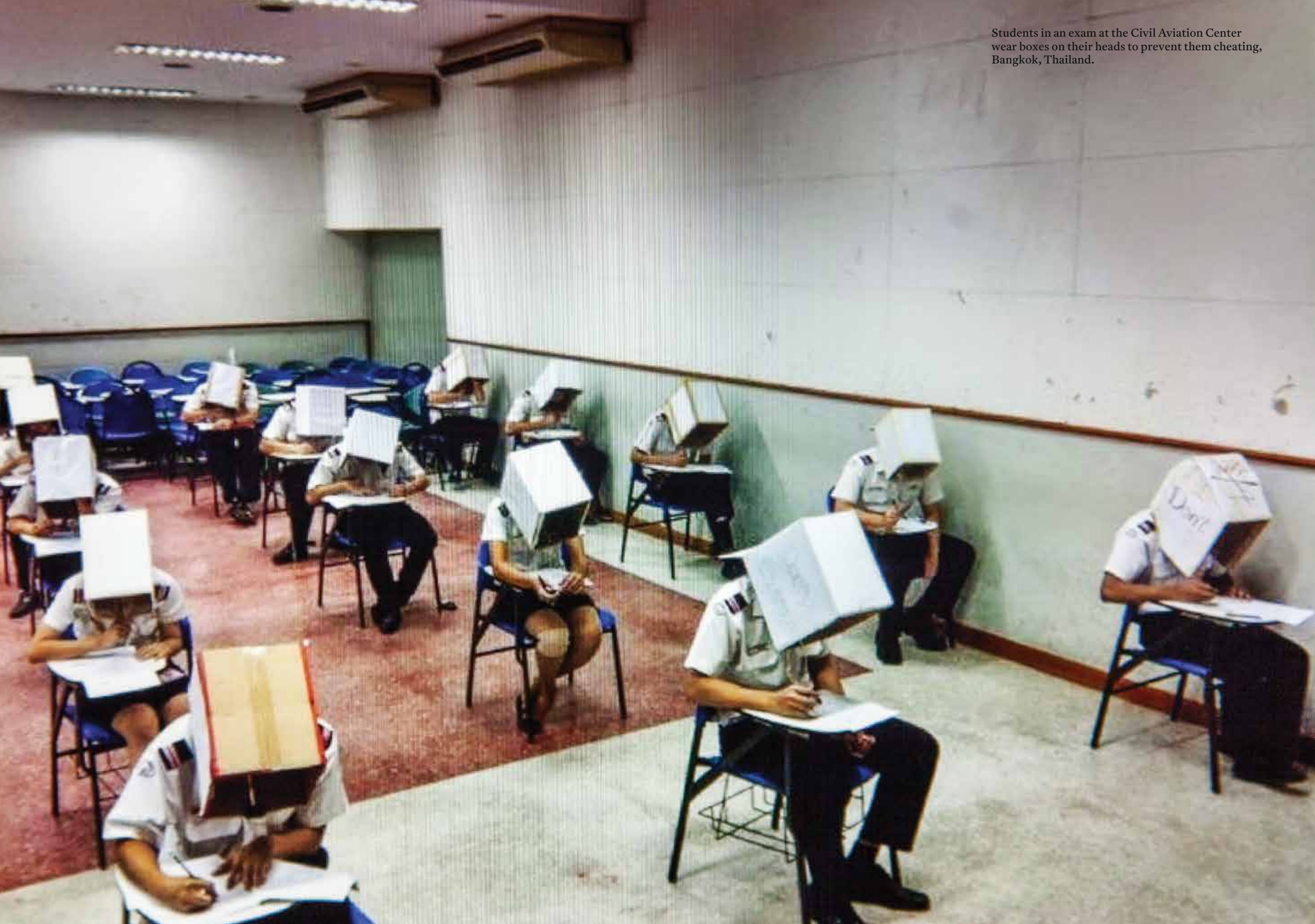
Since 2012, it has been impossible for schoolkids in Vitoria de Conquista, Brazil, to skip class, after their uniforms were embedded with a microchip. When the students pass through schools' sensors, an SMS is sent to their parents.

### 6 HATS, AUSTRALIA

Due to the depleted ozone layer, Australians have one of the highest rates of skin cancer in the world. Schoolchildren are encouraged to wear wide-brimmed hats to protect their face, neck, and shoulders, and always to use sunscreen for good measure.



Students in an exam at the Civil Aviation Center wear boxes on their heads to prevent them cheating, Bangkok, Thailand.







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Casual attitude with the two-tone hoodie  
 Vegetable dyed t-shirt  
 Urban coolness: jeans with drawstring  
 On the left: vegetable-dyed t-shirt with embroideries  
 Long live denim: overall with pocket  
**Knitted shoulder bags with handmade details and glitter**





Kuramo Junior College, Victoria Island, Lagos, Nigeria.



Erith School, Erith, Kent, UK.



Surovi School, Dhanmondi, Dhaka, Bangladesh.



Escola Estadual Nossa Senhora do Belo Ramo, Belo Horizonte, Brazil.





Jungwon, 5, South Korea.

## Pink

- ¶ Any color between red and white, particularly those of a softer and delicate shade.
- ¶ “Shrink it and pink it” refers to a strategy some companies use to market products towards women.



Cole, 10, USA.

## Blue

- ¶ Any color between green and violet, but not so green as to be turquoise, and not so violet as to be plum.
- ¶ Both men and women favor blue over any other color, according to a survey conducted at the University of Maryland, USA.





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Shopping for children's clothes is deceptively simple: pink for girls, blue for boys. But the binary is more complex: in the US, for example, clothes for baby girls cost more than those for boys. A December 2015 study in New York City showed that girls' shirts were 13 percent more expensive than boys'.

Though gender-specific clothing is ubiquitous in Western societies, for centuries most parents dressed both their sons and daughters in long, frilly dresses. White was the preferred and most practical color, since a baby's fluids could easily be bleached off the fabric. Pink and blue baby



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clothing began to appear in the early 20th century, though the colors were sometimes inverted. Pink, US magazine *Ladies' Home Journal* authoritatively declared in 1918, was a "more decided and stronger color" and thus better suited for boys, while "delicate and dainty" blue should be worn by girls.

- 1 Hojae, 14, South Korea.
- 2 Charity and Hopey, 10, South Korea.
- 3 Hyojung, 10, South Korea.
- 4 Hyunho, 6, South Korea.
- 5 Kevin (Sanghyo), 8, USA.
- 6 SeoWoo, 8, South Korea.
- 7 Sunyoung, 2, South Korea.
- 8 Thomas, 5, USA.

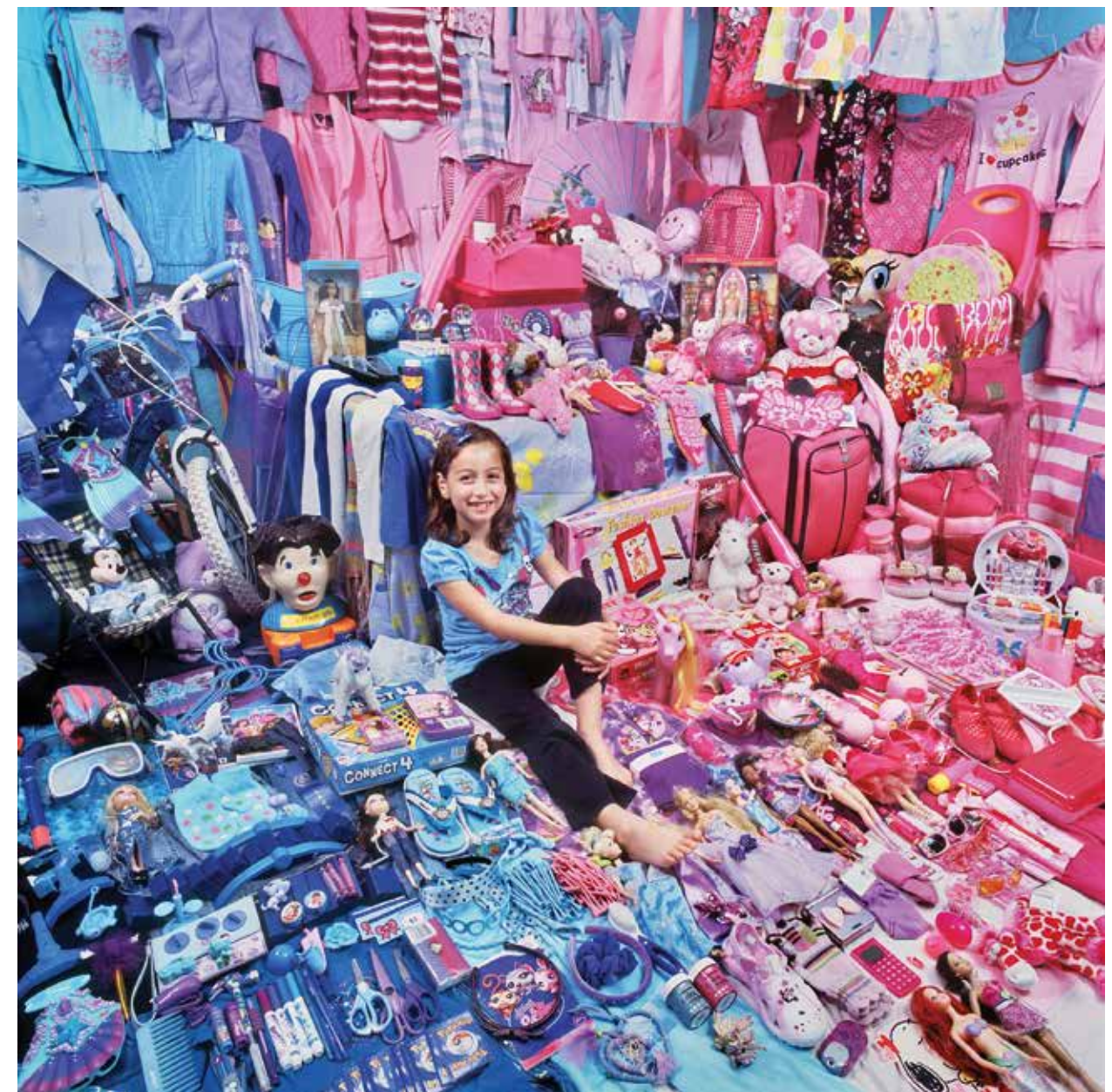




1

In the US after World War II, gender roles solidified as men coming home after military service reclaimed the jobs women had done in their absence, and women returned to the domestic sphere. Blue and pink were established in their now conventional positions. Twenty years later, the women's liberation movement brought about a wave of gender-

neutral theories, toys and rompers, but the emergence of ultrasound scans in the 1980s only strengthened accepted ideas of pink and blue. As the newly available technology made it possible to know a baby's sex before birth, clothing companies latched onto the marketing opportunity to begin selling gender-specific clothing to excited and expectant parents.



2

Today, despite a recent resurgence in gender-neutral clothing, color-coded baby shopping is still largely the rule in the United States and Europe. As for children, they couldn't care less. For the first few weeks of their lives they can't even see color, and until they are six, they generally think their sex could still change •

1–2 Maia, pictured in her room in the USA, aged 5, and then 8.





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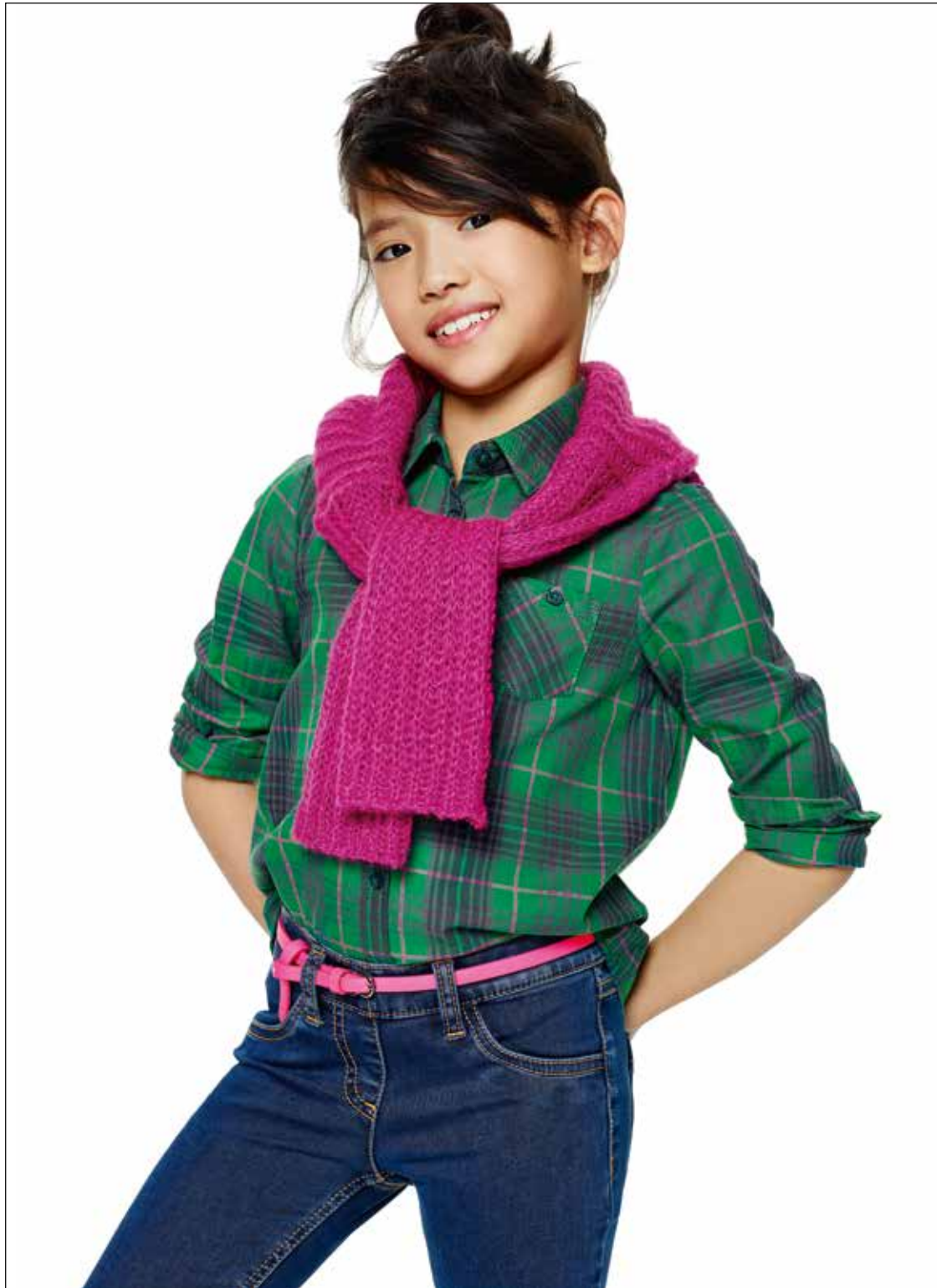


**Oversize cape with geometric plaid design**  
 Shirt with light checkered pattern  
**Tartan-style skirt with dip-dye effect**  
**Elegant beanie with checkered turn-up**



Padded jacket with color-block effect  
**Two-tone cardigan with contrasting details**  
 Urban grunge: checkered button-down shirt  
 Practical and functional five-pocket jeans





Comfortable bright cardigan with pockets  
 Checkered shirt  
 Vintage five-pocket jeans  
 Slim pink belt



←  
 Vlisco Java fabric.

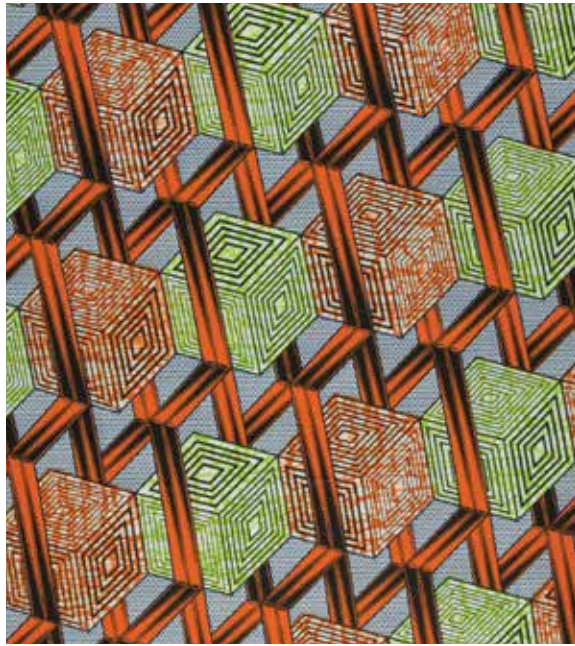
## Batik (WEST AFRICA)

¶ First recorded in the Encyclopædia Britannica in 1880, batik is a Javanese word possibly derived from *amba*, meaning “to write,” and *titik*, meaning “dot.”

¶ In Javanese kingdoms, patterns could be used to determine a person’s rank, as a good luck charm, or to denote a special occasion. Today, patterns remain highly symbolic, and change between countries and tribes.

¶ Dutch company Vlisco sells 95 percent of its batik-printed fabrics to the African market.

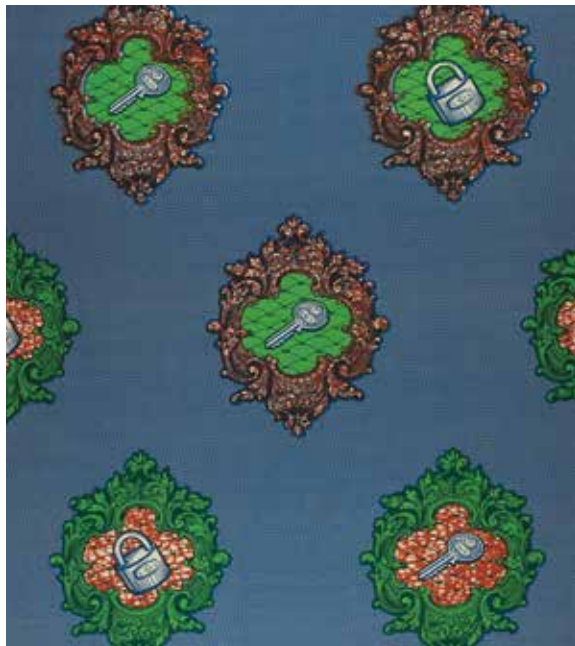




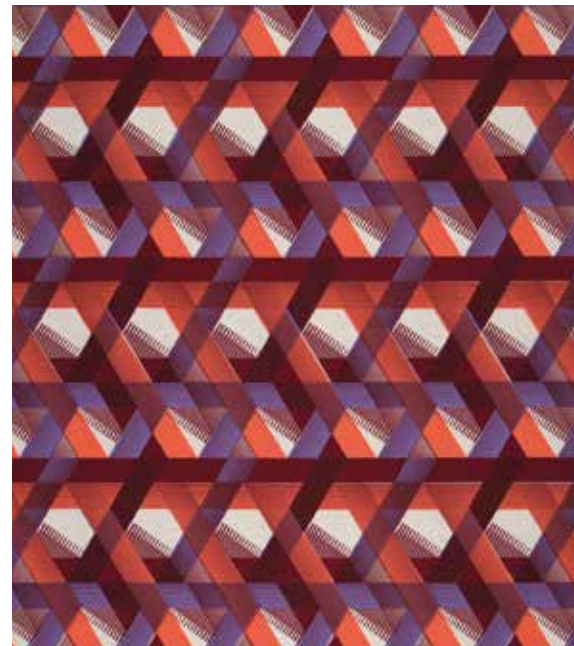
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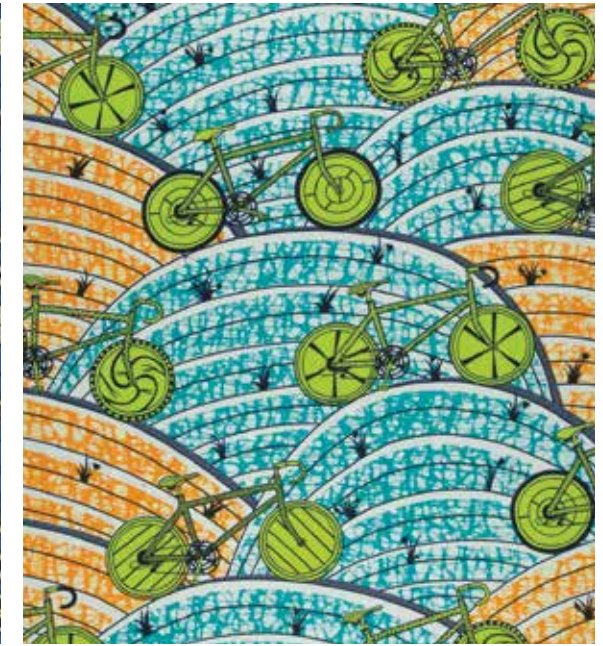


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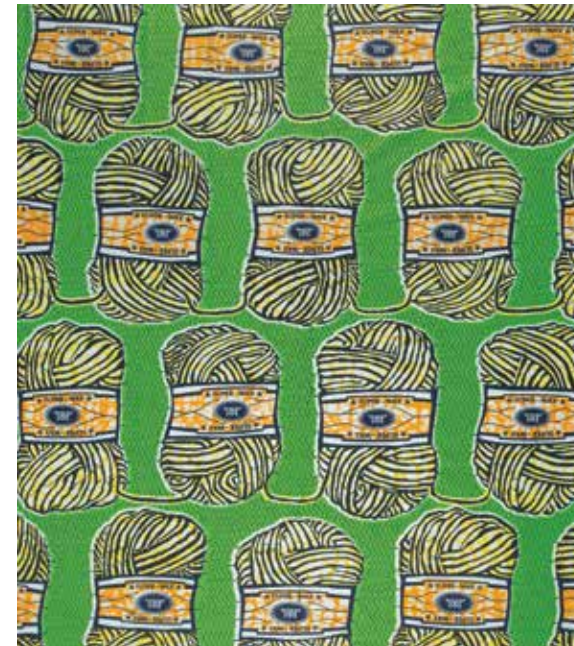
Artisans across what is now Indonesia have spent centuries perfecting the art of batik, which entails dying fabrics after the application of patterns in dye-resistant waxes. Following the Indonesian archipelago's colonization, Dutch merchants commercialized the process and began mass-producing the fabric in the 17th century. By the mid-19th century, the fabrics had arrived in West Africa, though exactly how batik made the 19,000-kilometer



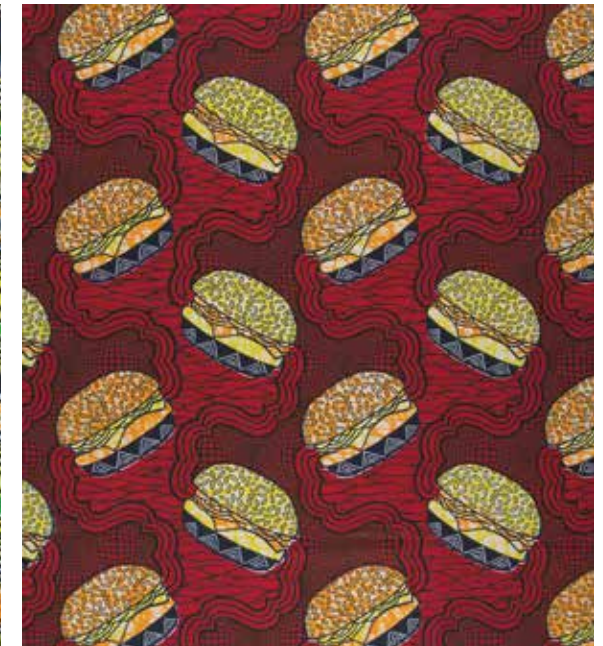
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journey remains a contested issue. So although the bold prints are typically associated with West African dress, the technique used to create them is not really "African" at all •

- 1 Vlisco Super Wax fabric.
- 2 Vlisco Super Wax fabric.
- 3 Vlisco Wax Hollandais fabric.
- 4 Vlisco Wax Hollandais fabric.
- 5 Vlisco Wax Hollandais fabric.
- 6 Vlisco Super Wax fabric.
- 7 Vlisco Super Wax fabric.
- 8 Vlisco Super Wax fabric.



A few years ago, Nigerian entrepreneur Taofick Oluwasegun Okoya's daughter was having an identity crisis. "What color am I?" she asked her father. "Black," he replied, which upset his daughter. She wanted to be white – like her toys.



1

Okoya's daughter played with white dolls, because they dominated the Nigerian market, even if they looked nothing like Nigerian women. So Okoya decided to make a new doll that could reflect the diversity of his country and empower its young girls.

Queens of Africa dolls have curly black hair that can be worn natural or in braids. Their outfits feature traditional African prints, but have decidedly modern styles – think peplum tops, strappy heels, and an arsenal of accessories. Each doll comes from one of the three major Nigerian ethnic groups: Queen Nneka is Igbo, Queen Azeedah is Hausa, and Queen Wuraola is Yoruba.

The dolls, which cost up to US\$22 in Nigeria, have made appearances in music videos,

starred in a series of books, and declared their support via social media for the 276 Nigerian girls kidnapped by Islamist group Boko Haram in 2014. The Queens are eyeing expansion: Okoya says his dolls are in demand in Brazil, Canada, Ivory Coast and South Africa. But despite their popularity, they are not immune from criticism. Like Barbie, their impossibly proportioned competitor, some consider the svelte dolls too slim for West African tastes •

- 1 Queens of Africa dolls dressed in traditional Nigerian outfits.
- 2 Azeedah, a Queens of Africa doll from the Hausa ethnic group in Northern Nigeria.





## How to Dress Your Doll

Since 1959, Barbie’s iconic look – a mane of blonde hair, perpetually arched feet, unbendable limbs – has remained unchanged, despite criticism that she promotes an unrealistic and unhealthy body image. Over the years, doll designers around the world have come up with designs to challenge the Barbie standard, including

dark-skinned dolls with natural curls, full-figured dolls, and dolls with hearing aids. In 2016, Mattel, the US toy company that makes Barbie, retaliated with a new line of dolls with different skin tones, body shapes and hair-styles, all meant to celebrate diversity in girls •



BURKA BARBIE

In 2009, Italian designer Eliana Lorena dressed 500 Barbies in original outfits from around the world as part of an auction to aid UK-based charity Save the Children. One of them, a Barbie dressed in a floor-length burka, outraged some feminists and critics of Islam, though “Britain’s biggest Barbie collector” said girls should have dolls that reflect their look. In Saudi Arabia, where all Muslim women must wear long *abayas* – full-length robes – and cover their heads in public, the burka doll arrived too late: Barbie was outlawed in 2003.



WHEELCHAIR BARBIE

For six weeks in 1997, Barbie had a new, disabled friend, Share a Smile Becky, who came with bendable knees and a hot-pink wheelchair. To ensure a realistic feel, Mattel worked with the National Parent Network on Disabilities, but there were still complications. Becky’s long red hair got stuck in the spokes of her wheelchair, and it turned out that only two of Barbie’s three Dreamhouses were wheelchair accessible.

## How to Dress Your Doll



ARROSA

Indonesia is home to the world’s largest Muslim population, with 12.7 percent of Islam’s believers spread across the archipelago. So it’s no surprise that Arrosa, which means “doll” in Arabic and is manufactured in Indonesia, is also Muslim. Though she’s always modestly dressed, with her hair carefully covered, Arrosa’s outfits span the globe – she has a special hajj ensemble for the pilgrimage to Mecca, a Korean kimono, and batik-print jackets.



CURVY BARBIE

The original Barbie’s measurements, when translated into human form, constitute a 1.75-meter, 50-kilogram woman who would be anorexic, and with enough abdominal room for only half a liver. Long criticized for promoting unhealthy body images, in 2016 Mattel debuted a new line of dolls, including a “curvy” Barbie. With measurements that would result in a 63-centimeter waist and a size-eight dress, “curvy” Barbie is unfortunately still much slimmer than the “average” British woman.



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Starting from left - tartan details on denim pants/**Striped cap**  
**Two-tone-striped knitted and padded jacket**  
 Cotton t-shirt in solid color/Degradé check shirt (dip-dyed)  
 Tartan detail on denim pants /**Multi-color striped hat**  
 Casual chic blazer with breast pocket  
 Striped polo shirt/**Two-tone cotton tricot shirt**



Starting from left – college-style bomber jacket  
 Stretch jeans  
**Glamorous college-style cardigan with sequins**  
**Be classy with this two-tone striped skirt**  
**Soft striped scarf**/Basic ballerinas with bow  
 Schoolbag with two-tone shoulder strap





Preppy-style striped sweater  
Casual-looking chinos  
Long-lasting and practical printed canvas backpack



Witch costume (hat and cape).

## Witch's Hat

- ¶ A witch's hat is a piece of conical headwear with a flat brim and a pointed tip.
- ¶ A symbol often associated with evil and sorcery.
- ¶ A meaning believed to have originated in the persecution of minority groups.





1

Before the Middle Ages, nobody would have associated the pointed hat with evil. It wasn't until the Fourth Council of the Lateran in 1215 that the Catholic Church made a connection: it declared Jews "accursed" and forced them to wear round white or yellow caps with tapered tops in public.

The *Judenhat* was not the only pointed hat with negative connotations. The dunce's cap – originally associated with early medieval philosopher John Duns Scotus, who believed its conical shape would reverse-funnel knowledge into his brain – had by the 1500s become associated with idiocy, after Duns' ideas were rejected by Renaissance thinkers. Other possible explanations for the hat's origins include the Phrygian cap (a soft hat with the top flopping over) worn by



2

- 1 Grim Reaper costume (*Scream* mask, scythe, cape and hood).
- 2 Dead taekwondo fighter (skeleton mask and bloody suit).

French revolutionaries and so associated with disobedience, and the Spanish *capirote* – a cardboard cone worn during Holy Week by those wanting to repent for their sins.

By the 19th century, iconography for witch-like characters in European fairytales, such as the Italian Befana and the witch in "Hansel and Gretel," began to change to integrate pointy caps as essential indicators of magic. British authors such as Richard Harris Barham caught on, including evildoers with pointy hats in his popular book, *The Ingoldsby Legends*.





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Today on Halloween, the annual festival celebrating the souls of the dead, the pointed hat is one of the most commonly worn items of clothing in the USA. Indeed, witch has been the “top adult costume” in the National Retail Federation’s consumer poll for the past 11 years. For children, a princess and the character Batman topped the list in 2015. The most Googled dog costume was an Ewok from the *Star Wars* film series •

- 1 Demonic Casper the Friendly Ghost (broomstick, red cape and mask).
- 2 Evil bee (black cape, shirt, red tights, boots and antennae).





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Colored and comfortable with a zipped cardigan  
 Ready for fun with this printed t-shirt  
 Comfortable knitted pants with drawstring  
 Beanie with inlays and embroideries/Soft little shoes  
 On the right: 3D-knitted round-neck sweater  
 Knitted pants give freedom to run around





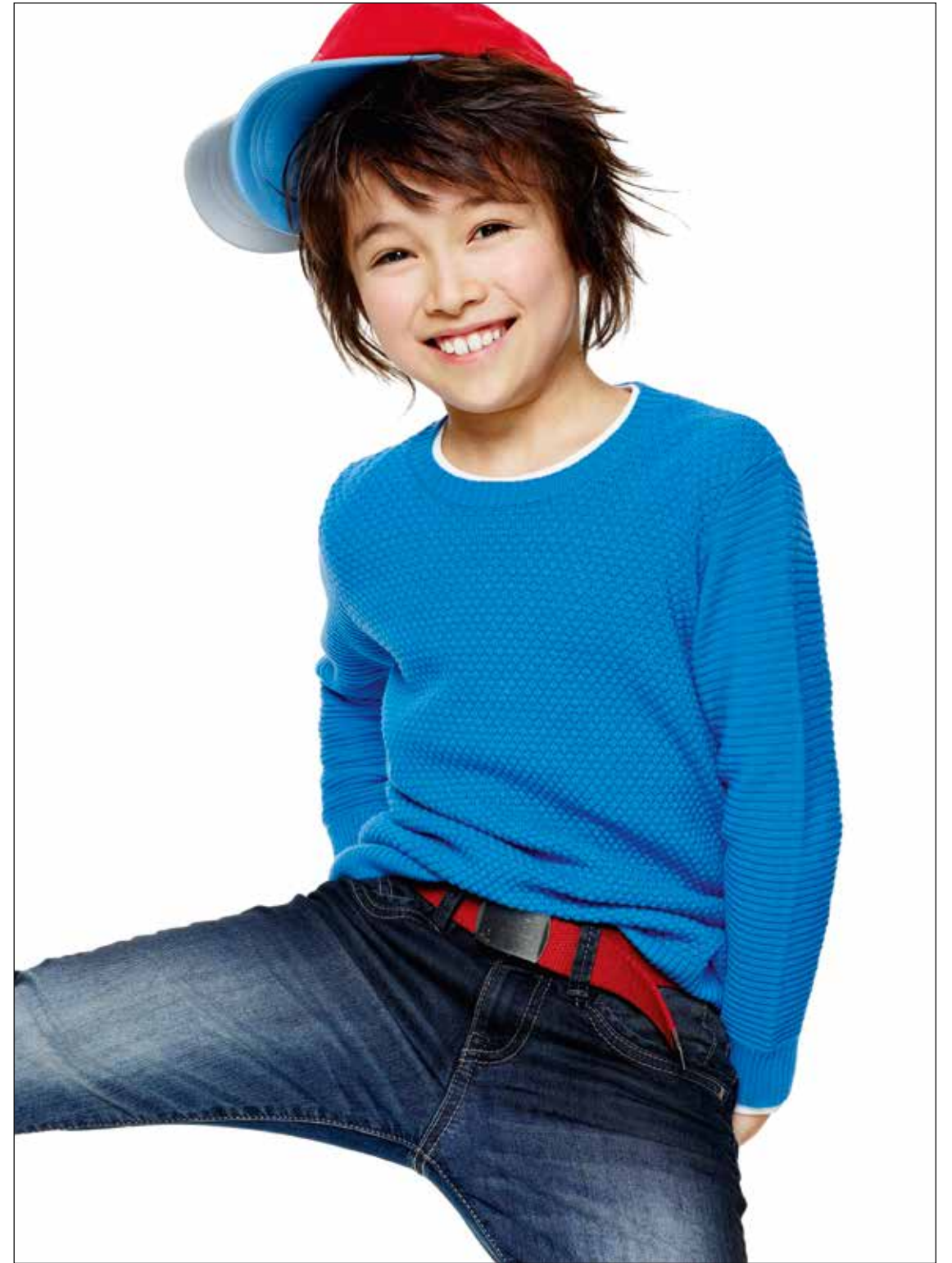


Zipped hoodie with contrasting colors



Super girly hooded jacket  
**Boxy printed sweater**  
Stylish and practical sweatskirt with drawstring  
Sporty chic baseball cap  
Two-tone sport bag





**Round-neck sweater with 3D effect**  
Washed-effect jeans / Fabric belt with buckle  
On the left: street style vibes with the zipped hoodie  
White cotton t-shirt  
Total comfort in your sweatpants with drawstring





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EMPOWERMENT  
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Visit [benetton.com](http://benetton.com) to find out more about our Fall collection, learn about the Clothes for Humans philosophy, and locate a Benetton store near you.

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Fall 16 Collection Images

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