**CLOTHES FOR HUMANS.**   
**NEW BENETTON MAGALOG LAUNCHING IN-STORES**

*A new catalogue and magazine hybrid is launched in-store this July. It features images of the new collection alongside curated editorial and stories about how humans dress, from Treviso to the rest of the world.*

Telling stories through fashion. Benetton is launching the first edition of Clothes for Humans this July. This brand-new magalog combines photographic imagery of the Autumn 2016 collection with curated editorial content looking at clothes, but *not* the high-profile pictures from fashion-week runways. Instead, this launch issue magalog will feature the clothes ordinary people are wearing, every day, everywhere around the world.

*Clothes for Humans.* The name encapsulates the brand's repositioning in terms of strategy, identity and design. United Colors of Benetton produces products and collections for all kinds of activity and all states of mind, for both men and women who are captured in their day-to-day lives.

*Dress up*: smart chic for work and special occasions. *Dress down*: laid-back style whenever you need it during the day. *Dress to move*: functional apparel for active lifestyles. A hybrid of a catalogue and a magazine, the *magalog* is underpinned by the three overarching themes that are intrinsic in United Colors of Benetton products and which inspire a diverse collection of stories.

Where do witch's hats come from? Why do boys wear blue and girls pink? How do you turn a *hijab* into a fashion accessory? *Clothes for Humans* resembles a "rest-of-world" fashion encyclopedia that studies clothes, accessories and clothing concepts from Tehran to Mexico City and London to Beijing, narrating where each piece comes from, its history, physical characteristics and most popular uses.

Some stories touch on the injustices and opportunities that exist in the world we live in. Take the article on the *haenyeo*, for instance, a community of Korean women who face losing their livelihoods after decades of diving for shellfish off the island of Jeju. Or the one about a businessman in Lagos who, to make his daughter happy, designed and produced a range of dolls with black skin in traditional Nigerian dress.

The Benetton magalog provides a way of communicating with consumers that goes beyond the simple presentation of individual products. Fashion becomes the channel of choice to talk about culture, work, the environment and all other forces acting on modern society. It's the kind of approach the brand is famous for; United Colors of Benetton has always encouraged people to be curious and think for themselves when decoding the world around them.

Created and edited by members of the COLORS team, *Clothes for Humans* presents a medley of carefully selected photography, designs and writing with an aim to break new ground in the field of *branded content*.

The next edition will be the winter one. Due to be published mid-September, will feature tips on how to beat the cold and how to dress for the festive season. The *magalog* will be available, free, in Benetton stores around the world, in eight languages (English, Italian, French, Spanish, Portuguese, Greek, German and Russian) and in two editions: Adult and Kids. People everywhere will be able to take it home and flick through the magalog at their leisure, enjoy the features, pick up something new and learn not just about all the latest additions to the Benetton range but also about life.

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