

FALL 2016

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UNITED COLORS
OF BENETTON.

MAGALOG



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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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Time to dress for work: grab your diving gear, police uniform, and fire-proximity suits. In your leisure time, pull on a spandex suit to feel isolated from the world outside or style a headscarf to enhance your beauty. Wear a cape to bow in front of the Virgin Mary or a raincoat for waterproofed travel across your city. The world is full of clothes and every single item can become a statement about style and identity, passion and belief. Clothes can keep us warm, scare off an enemy, seduce a partner, make us feel part of a group, or become one with our surroundings. This is the first issue of *Clothes for Humans*[†], a magazine about the clothes of the world. It brings you stories of the beautiful and meaningful clothing that people keep in their wardrobes, from Venice to Tokyo, Seogwipo to Sydney, Tehran to Mexico City. Because as long as there's human life on this planet, there will be someone getting up in the morning and having to choose what to wear •

Cover: Rawen, 56, and Mii, 55, at a local park in zentai bodysuits, Tokyo, Japan.

[†] *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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Optical geometries for the jacquard sweater
Earth-tone stripes for the midi skirt in luxurious wool gauze
Knitted shopper with pom-poms/Shoes with heel
On the left, a triumph of jacquard, with the round-neck
Sweater with geometric motifs and coordinated beanie hat



Understatement is the key to this denim flared skirt
An explosion of bright colors in the fringed poncho
A touch of chic in the lace up with heel.
On the right, jacquard maxi cardigan



Nun Mask (SOUTH KOREA)

- ¶ *Nun* means eyes in Korean.
- ¶ It's also the term for the particular masks used by *haenyeo*, women divers from Jeju Island, South Korea.
- ¶ *Nun* are single-paned scuba masks, which *haenyeo* use without aqualungs.

Haenyeo – literally “sea women” – are female divers from Jeju Island and other communities around the southern coast of the Korean peninsula. The people of Jeju began collecting shellfish and seaweed on the seabed in the prehistoric era, but over time a decrease in the male population and the demanding shellfish tributes imposed on male divers meant that by the 18th century diving had become the exclusive domain of women. A young girl in Jeju would learn to swim by six or seven, and to dive by 12 or 13. She would become an independent *haenyeo* by 15 or 16.

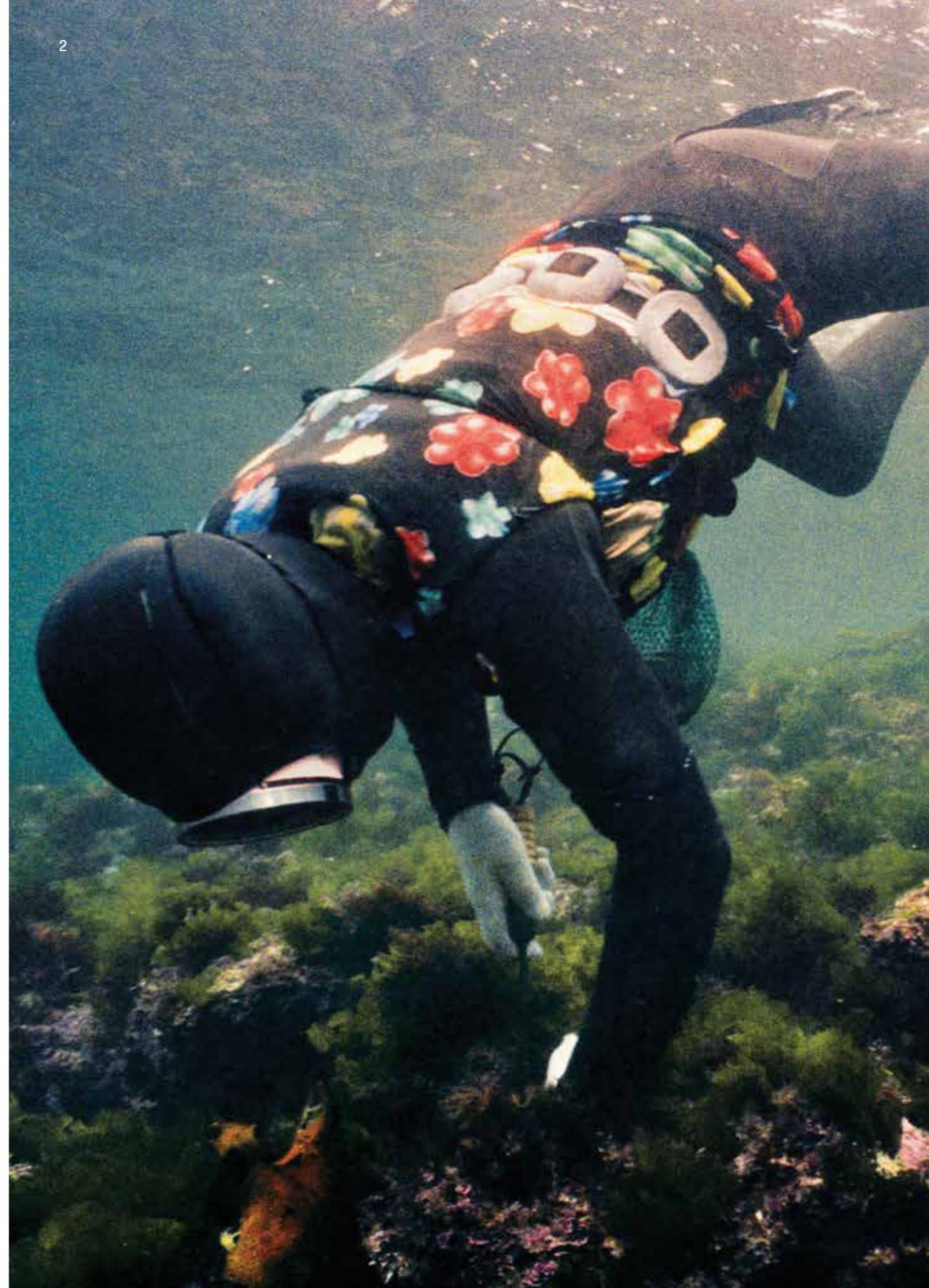
Today, the fewer than 2,500 *haenyeo* remaining in the Jeju area dive for up to two minutes a time, with only the aid of a knife, a wetsuit, a pair of flippers, single-paned mask and a *tewak* – a flotation device attached to a netted sack into which they place their sea bounty. The most powerful swimmers can reach depths of more than 15 meters, with access to the best seafood, while the least skilled *haenyeo* work at about five to seven meters underwater. As they surface, they exhale in one forceful go and make a distinctive whistling sound.

Due to abalone farming and other forms of aquaculture, it is increasingly hard for

haenyeo to make a living. Their numbers are dwindling and more than half of them are over 70 years old. On March 2, 2016, the government of Seogwipo, a city in Jeju, announced a plan to provide the community with financial assistance: part of the money will go to masks with prescription lenses for *haenyeo* with deteriorating eyesight •



1 Kang Sunok, Jeju, South Korea.
2 *Haenyeo* at work, Jeju, South Korea.



Two *haenyeo* swim to depths of more than 15 meters to harvest conch, octopus and abalone from the ocean floor, Jeju, South Korea.

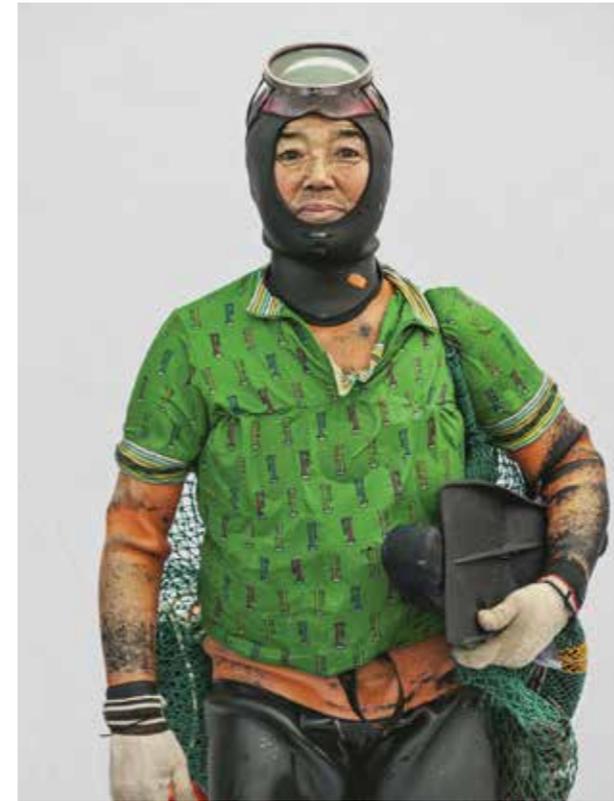




Byun Chunok



Lee Chunok



Hyun Okran



Her Kyungsuk



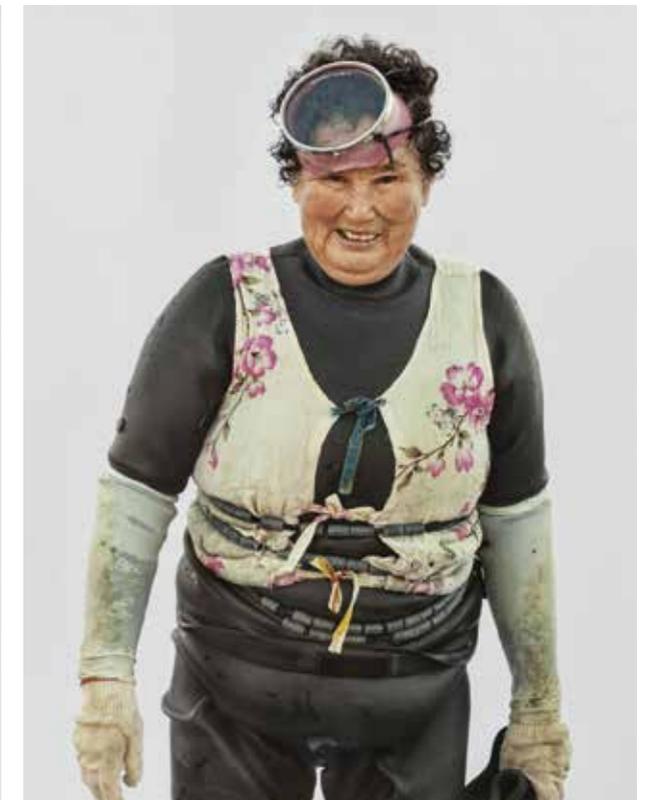
Jung Soonok



Yang Yongbu



Sung Yongja



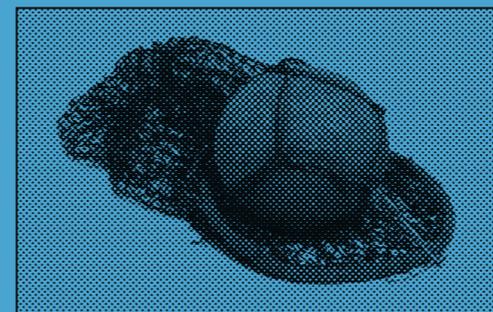
Kim Sanok

Hyeon Eun Yeol, 55, resurfaces after a dive not far from a jellyfish, Jeju, South Korea.



What to Wear Underwater

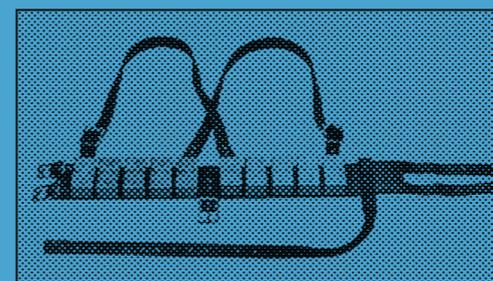
We are not particularly well adapted to living in water. Most of us cannot stay more than three minutes submerged as we lack the gills needed to extract oxygen from water. We are poor swimmers as our limbs are unable to propel us efficiently through water. And if we dive down 30 meters under the surface we risk nitrogen narcosis, a state of drowsiness caused by inhaling air at high pressure. Not surprisingly, perhaps, we have invented a few gadgets to help us cope •



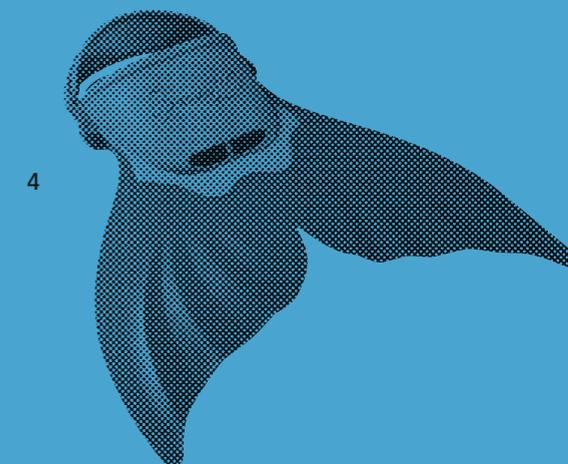
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1 TEWAK

If you see one of these bobbing atop the water off the South Korean island province of Jeju, there is most likely a *haenyeo* collecting seafood up to 15 meters below. Originally made of a carved-out gourd and today of rubber or styrofoam, the tewak functions as a resting place and a device from which to hang the net in which the bounty is collected.

2 DEEP-SEA DIVING BOOTS

Deep-sea diving boots help divers stay under the water, while also keeping their feet warm and protected from dangers on the ocean floor, such as sea-urchin spikes. The boots, which can weigh up to 19 kilograms, have deeply ridged brass soles that help create traction when walking on the seabed and prevent the boots sticking to ship decks during freezing weather.

3 DIVING WEIGHTS

In the fifth century BCE, divers looking for valuable sponges in Kalymnos, Greece, would use a 15-kilogram stone called a *skandalopetra* to help them sink as much as 30 meters below the surface. Today, diving weights in the form of a nylon belt with lead blocks slotted inside continue to counteract the human body's natural buoyancy. A quick-release buckle enables rapid weight dumping in an emergency.

4 MERMAID TAIL

If you've ever wondered how it feels to be a mermaid, then you can purchase a tailored swimsuit: a polyester tube that covers the legs from the hips down and finishes in a fishtail-like, flared "monofin." Despite manufacturers' claims that they are perfectly safe for competent swimmers, the outfits have been banned in a number of cities in New Zealand and Australia.



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Protective Suit

¶ A garment covering the entire body and sometimes face, often to protect the wearer from hazardous gases or liquids. Early European versions, created in the 1300s as protection against the Black Death, featured a hat, a bird-like mask, red glass eyes, a black overcoat, leather breeches, and a wooden cane.



**Preppy-style ribbed V-neck
and short-sleeved top with contrasting collar**
Lightness and innovation for the tencel denim pants
Color-block scarf





YELLOW HAZMAT SUIT

This suit and gas mask protects the wearer from hazardous materials – such as biological and chemical vapors, gases, mists, and particles – that may be present in disease-ridden areas, laboratory environments or highly polluted areas. Constructed from several layers of impermeable material, the airtight suit includes a release valve, so it does not overinflate with the CO₂ that is released when the wearer exhales.



FIRE PROXIMITY SUIT

Made from aluminized material that reflects fire, this suit, also called a silver bunker suit, is designed to protect firefighters in close proximity to high-temperature blazes, like those produced by an aircraft or oil-well fire. It can also be worn by workers in high-heat environments, such as during furnace repairs in the steel, glass and ceramic industries. The suit can resist temperatures of up to 1,093 degrees Celsius.



POLICE SWAT UNIFORM

This is a Special Weapons and Tactics (SWAT) uniform worn by elite police officers in the United States. Unlike regular blue and black police uniforms, it is military green and camouflage, and includes a bulletproof vest, helmet, fire-retardant balaclava (which also serves to conceal identity) and, sometimes, a gas mask.



NUCLEAR RADIATION SUIT

This protective garment is made of Demron, a fabric that shields the wearer from nuclear radiation, which may be present in warzones or nuclear disasters, such as the 2011 meltdowns at the Fukushima power plant in Japan. The suit prevents direct contact with or inhalation of radioactive particles or gas, which can cause serious long-term illness and death. During the ongoing Fukushima clean-up, workers carry meters that measure their exposure to radiation, alerting them when it gets too high. Even with their suits, work is usually limited to three hours a day.

Raincoat

¶ One of the first recorded uses of raincoats was during China's Zhou dynasty (1046–255 BCE). Capes made of woven grass protected farmers during the rainy season.

¶ Amazonian tribes tapped rubber trees to extract latex, which was rubbed onto clothes and shoes to form a waterproof barrier.

¶ Modern raincoats are chemically advanced pieces of clothing, with waterproofing treatments made from pyridinium or melamine complexes, resin, acrylic, polyurethane, and fluorine.



←

A man, protected in a thin raincoat, zips through bad weather in China.

Human skin has a uniquely structured fatty layer of lipid molecules that prevents water from entering our bodies. We are, in essence, waterproof. Still, keeping warm and dry has always been a top priority around the globe, for everyone from kings to peasants. Nearly 3,000 years ago, Chinese fishermen and farmers shielded themselves from downpours in heavy and stiff capes made of woven Chinese silvergrass. Inuits in the Arctic region of present-day Canada covered themselves in garments made of whale and seal intestines that were waterproof, breathable, and so lightweight they were often transparent.



Amazonian tribes tapped rubber trees to extract latex, which was rubbed onto clothes and shoes to create a waterproof barrier. Wherever humans were lucky enough to have sheep, wool was woven – the material is naturally waterproof.

The Chinese were the first to use oil as a water repellent, using tung oil on silk, burlap and coir hair. During the Qing dynasty (1644–1911), raincoats became a fashion item and social marker: a yellow-colored “peepul” raincoat – woven from peepul-tree leaves – was only worn by the emperor, red by princes, and blue by second-ranking officials. Modern raincoats are more inclusive, largely thanks to Scottish chemist Charles Macintosh, who, in 1823, dissolved rubber in naphtha to create a cheap waterproof solution that could be brushed onto fabric.



Unfortunately, its practical use was limited as the fabric stiffened in the cold and melted under hot sun. The late 19th century brought about the invention of gabardine, a lightweight, tightly woven, waterproof wool or cotton fabric. In 1912, it was used to create a belted raincoat, which a few years later was adopted by British army officers during World War I. The trench coat was born •

↑ Motorists and cyclists clad in colorful, waterproofed ponchos and raincoats make their way through the rain in Hangzhou and Beijing, China.



Casual classic colored jacket
Colored round-neck sweater / Woolen beanie hat
On the right, a celebration of stripes for the woolen sweater
Casual fisherman's rib-knit pants / A touch of bon ton with a woolen beret
Handy two-tone bucket bag / Classic yet contemporary white sneakers



Overcoat in contrasting colors
Essential multistripe V-neck woolen dress
Color block scarf/Minimal chic two-tone pochette purse with chain
On the left, contrasting details for the blue woolen-blend jacket
Round-neck sweater in a luxurious cashmere blend
Maxi scarf with colored stripes



1

Zentai Bodysuit (JAPAN)

- ¶ Skintight spandex suit that covers the entire body, including the face.
- ¶ Wearers can breathe and see through it, but others cannot see who they are.
- ¶ The basis of a growing subculture in Japan.

Wearing an all-over bodysuit made of spandex fabric is a leisure activity for Japanese aficionados of *zentai*, short for *zenshen taitsu*, which roughly translates as “full body tights.” A practice pioneered in the 1980s by Japanese photographer Marcy Anarchy, wearing *zentai* suits has since evolved into a 3,000-member strong subculture in Tokyo. Enthusiasts “go *zentai*” to find escape from their daily routine: it’s nonconformism meets anonymity in a bodysuit.

Rawen, a 56-year-old office worker describes wearing a *zentai* as “being wrapped and immersed in a sublime tranquility.” Some members say it evokes the cozy serenity of their mother’s womb. And though the face-covering *zentai* limits sight, participants point out that wearing the suit heightens skin sensitivity and gives them a new awareness of their surroundings.

The suits, made of fabric similar to the one used for cycling shorts and swimsuits, come in a dazzling variety of colors and patterns. The average price for a unicolor suit is between 2,500 and 6,300 yen (US\$23-58), but customized versions can cost up to 10 times more. Unless, like Toshi, a 51-year-old



3

architect, you make your own. He is currently creating a snakeskin-patterned suit with the help of his partner, because, he says, “Being isolated from the outer world is a surreal feeling – but it also makes me feel calmer.”

While Toshi limits his suit-wearing to special occasions, others wear theirs to relax at home or to hang out with other *zentai* practitioners. Though some members go *zentai* out of curiosity, others, like Rawen had been waiting for it all their lives: “Wrapping the body with a piece of fabric: it was a dream come true.”



2

- 1 Office workers Rawen, 56, and Mii, 55, at a local park in *zentai* bodysuits, Tokyo, Japan.
- 2 Rawen sips green tea through his *zentai* bodysuit at a local park, Tokyo, Japan.
- 3 Pattern of a *zentai* bodysuit.

Members of Tokyo Zentai Club meet in the city every other month, Tokyo, Japan.



1



40

2



3

- 1 Kiriko, 32, studio manager, in a *zentai* bodysuit, Tokyo, Japan.
- 2 Shihori, 42, office worker, in a *zentai* bodysuit, Tokyo, Japan.
- 3 Kaori, 44, office worker, in a *zentai* bodysuit, Tokyo, Japan.
- 4 Kaori, 44, and her partner, Toshi, 51, architect, wearing matching metallic *zentai* bodysuits, Tokyo, Japan.

4



Fall 2016



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From left **knitted jacket** / **Orange cashmere blend sweater**
Seventies style knitted pants / **Two-tone shoulder bags**
Sleeveless woolen dress with a stark cut / **Seventies optical look for dress** with all-over pattern
On the right, **sweater with quirky inlaid knit**
Business chic herringbone pants / **Symmetrical-effect color block poncho**



Hijab (IRAN)

- ¶ A veil that covers the head and neck.
- ¶ Literally meaning “curtain” or “screen” in Arabic, *al-hijab* in the Koran refers to the partition that should separate the Prophet Muhammad’s wives from other men.
- ¶ Can be styled, knotted, braided, plumped up, folded or stretched.

1



In the Islamic Republic of Iran, women are required to cover their hair and bodies in public. When the law was first enforced in 1979, many women chose to comply by wearing the chador, a loose head-to-toe cloak believed to have originated in ancient Persia. In the following decades, other women interpreted the law more liberally, showing more hair under looser scarves and choosing colors other than traditional black.

Contemporary Tehran street style, the result of this 37-year unofficial negotiation between state-backed Islamic law and Iranian women’s creativity, is a mixture of wide-open

overcoats, tight jeans, heavy makeup and eccentric hairdos, barely covered by colorful *hijabs* – the traditional scarf that, by law, should cover the head and neck. While these outfits raise the eyebrows of more hard-line clerics and politicians, they have also inspired an Iranian fashion renaissance. Held in February 2012, the first edition of the now annual Fajr Fashion Festival exhibited 300 styles created by Iranian fashion designers, organized into three sections: chador, scarf and manteau, a jacket falling down to the knees.

Today, the industry is blossoming, and the country now has its first state-sanctioned modeling agency. The women and men it sends down catwalks – not called models, but *behpoosh*, meaning “well dressed” in Farsi – have to undergo special training to pose without appearing sexual. Yet this is still a big step forward for the Iranian fashion industry: less than 10 years ago, clothes could only be displayed on mannequins •

1–2 Saeideh, Iran.





Tara



Aftab



Mina



Nazanin



Roxana



Parastou



Maryam



Saba



Hasti



Shiva



Talayeh



Nika



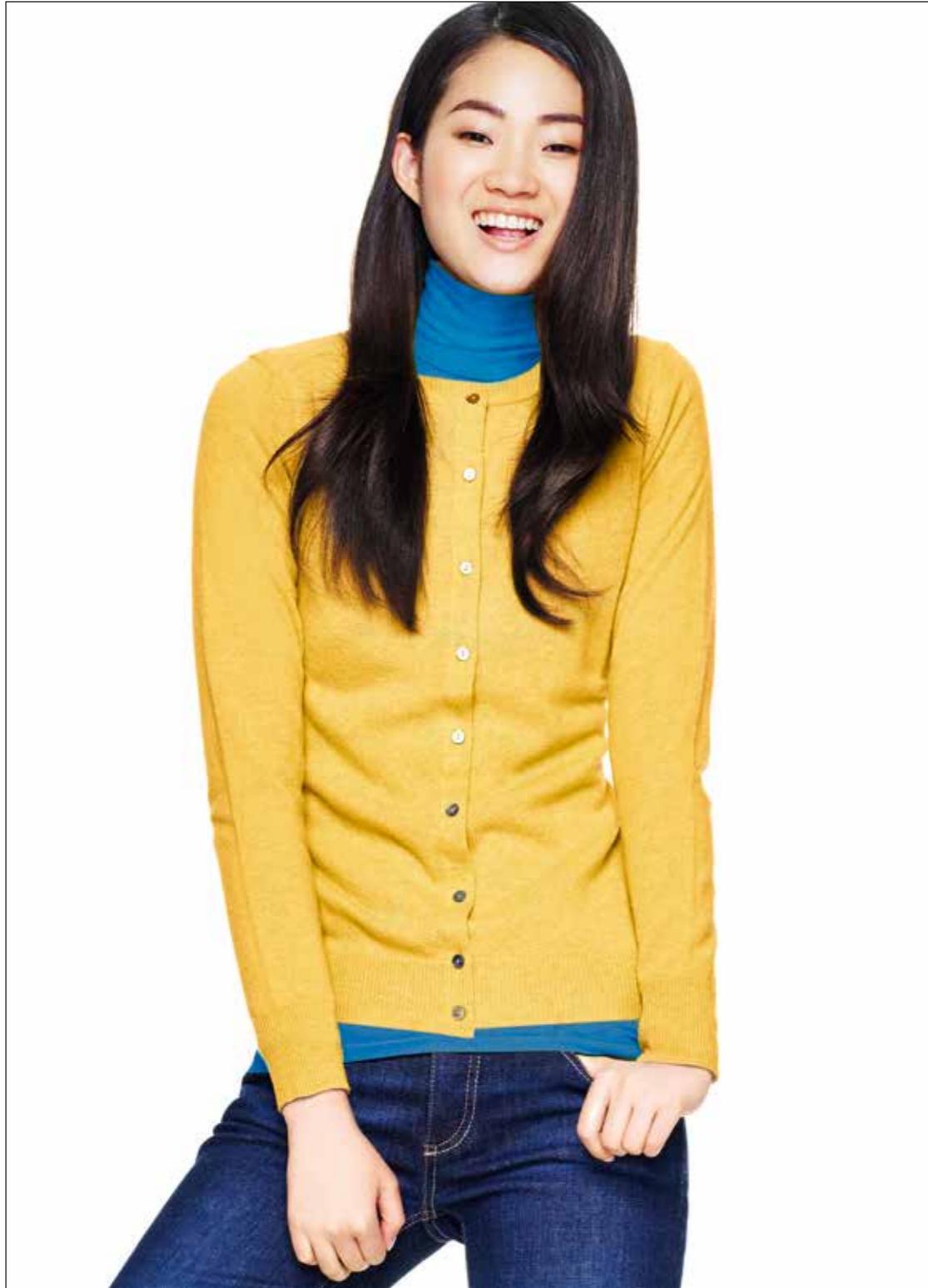
Polo shirt in an elegant textured knit
Luxurious and sophisticated **inlaid-weave midi skirt**



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EXTRA FINE MERINO WOOL – ITALIAN YARN
Roll-neck sweater
Crew-neck cardigan



Holy Cape (MEXICO)

- ¶ Mexican pilgrims wear images of the Madonna on their back, like a cape.
- ¶ The size and weight of the cape are limited only by the wearer's height and physical fitness.
- ¶ Inside the Basilica of Our Lady of Guadalupe, pilgrims find the original cloak on which the Virgin of Guadalupe impressed her own image in 1531.

Mexican Catholics have found a special way to feel tangibly connected to the Virgin Mary, the mother of Jesus. They fix her image onto their backs and walk with her for days.

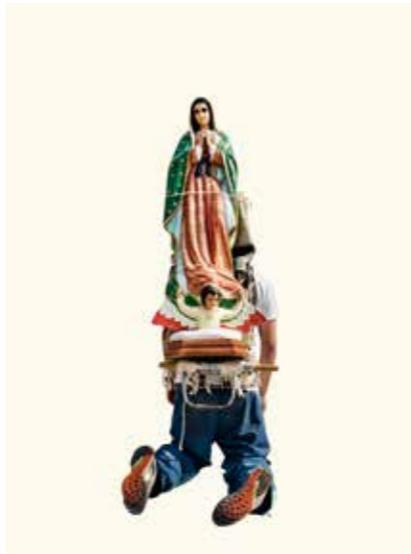
Each December, just in time for the Virgin's feast day, thousands of pilgrims across Mexico raid their homes for cheap plastic replicas, meticulously crafted woodcarvings, heavy ceramic statues, large paintings, posters and handmade tapestries. Some objects are decorated with flowers or Christmas garlands, all feature the Virgin of Guadalupe: a dark-skinned woman, clad in a red robe and turquoise mantle, surrounded by a golden aura, with her hands joined in prayer.

Pilgrims wear the items like a cape and set off for the world's most visited Catholic pilgrimage site: Basilica of Our Lady of Guadalupe in Mexico City. Lupita, as she is known, has been the city's patron saint since 1737, and the country's main religious symbol since soon after she first appeared to Juan Diego, a baptized indigenous peasant, in 1531. Lupita spoke to him four times in his native Nahuatl language, and then used rose petals to impress her image on his *tilma* (cactus-fiber cloak), which is now kept in the basilica's shrine.

In 1921, one visitor placed a bomb in the basilica, just beneath the sacred tilma, causing an explosion strong enough to blow out the church's windows. The fabric was undamaged, but the event did prompt church leaders to take precautionary measures. Today, when pilgrims reach the shrine to pay homage to the Virgin, they have to bow in front of a layer of bulletproof glass •

→ Pilgrim en route to the Basilica of Our Lady of Guadalupe, Mexico City, Mexico.



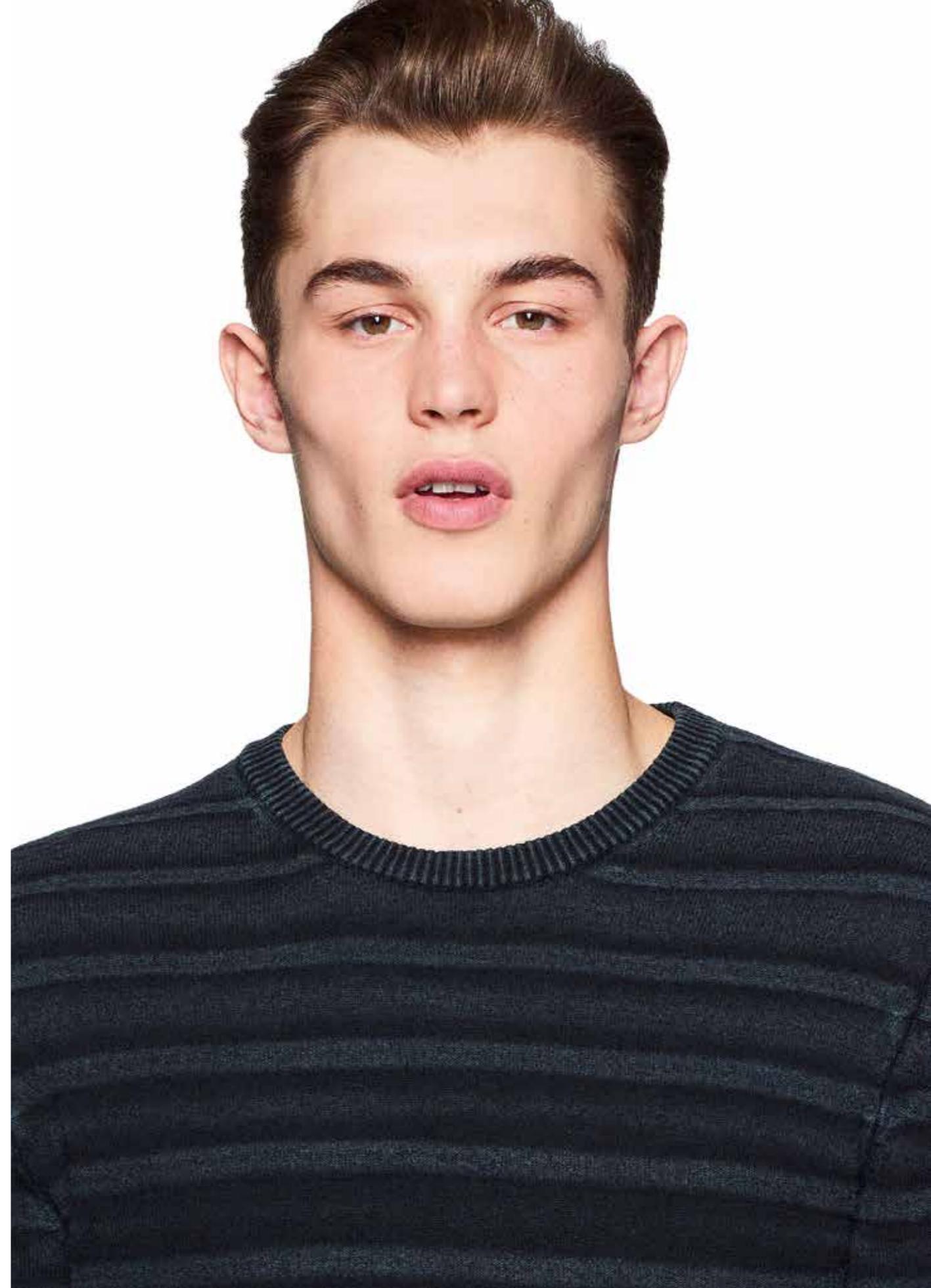




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Neoprene bomber jacket
The **long ribbed sweater** is a basic essential
Sporty miniskirt
On the right, **degradé-stripe sweater**





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Faded effect on dégradé-stripe sweater
 A tribute to comfort, with drawstring joggers
Sweater with geometric impact
 Colored sneakers

Visit 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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United Colors of Benetton
 Fall 16 Collection Images

Creative Direction
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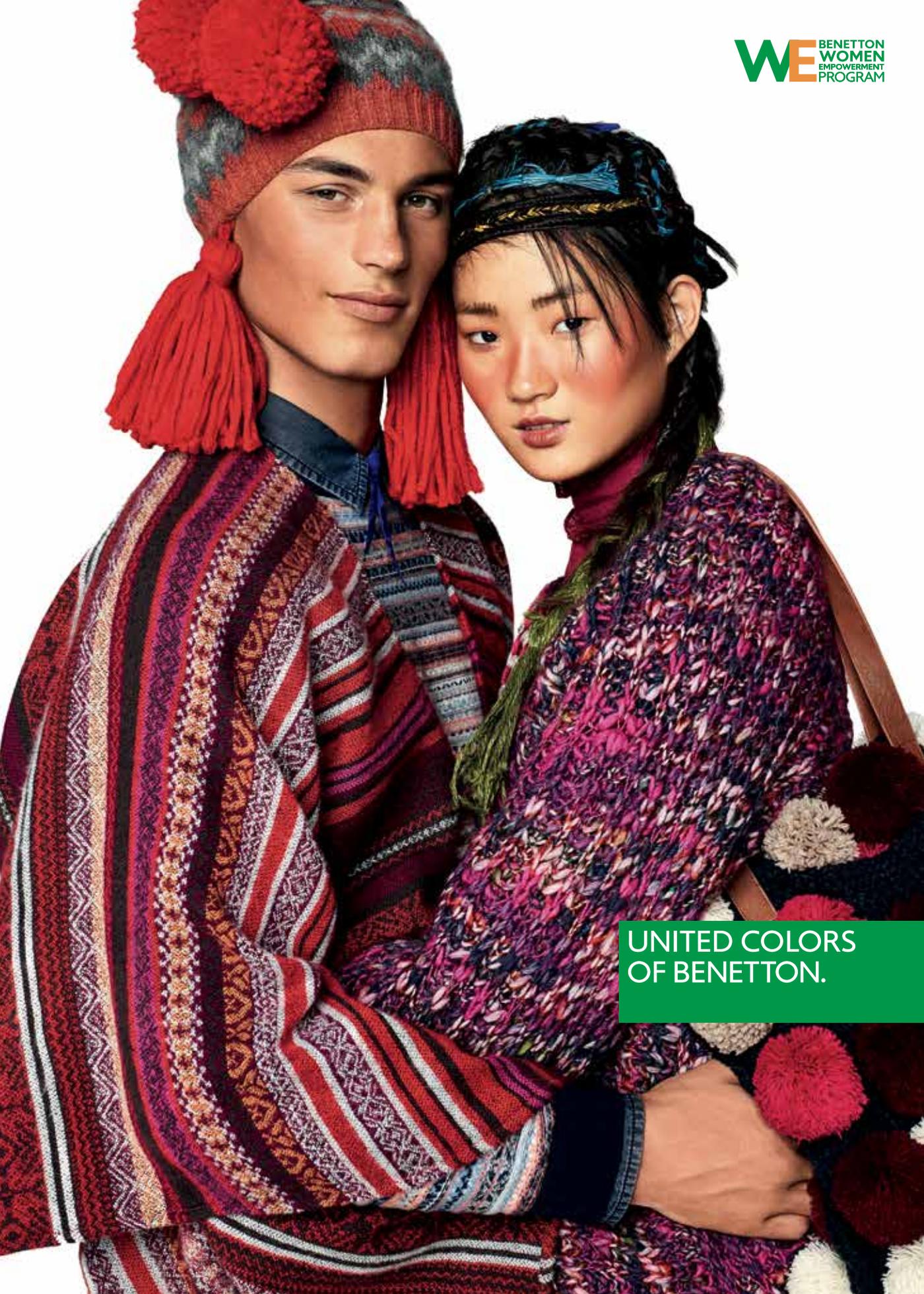
Printing
 Rotolito

Typefaces
 Agipo
 Antwerp
 Gza Seminegra

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