

THE FIRST UNITED COLORS OF BENETTON CAPSULE COLLECTION DESIGNED BY STELLA JEAN

Benetton invites the Rome-based designer to interpret its knitwear in a capsule collection for winter 2016.

United Colors of Benetton announces it has joined forces with Stella Jean to create an exclusive capsule collection for winter that showcases the brand's two mainstays – knitwear and colour.

For its first ever collaboration with a designer, the Italian brand has chosen Stella Jean, considered one of the most original figures on the world's fashion scene.

The capsule collection will interpret Benetton knitwear with Stella Jean's joyous, global signature aesthetic that merges Italian style with traditional textiles from the countries of the Southern Hemisphere. Adding the finishing touch to the women's wear capsule collection will be accessories.

Social engagement and an awareness of women's potential are fundamental elements of the partnership between Benetton and Stella Jean. The designer has always worked with local communities in developing countries, while in October 2015 the Benetton Group launched the *Women Empowerment Program, a long-term sustainability program aimed at supporting the empowerment and legitimacy of women around the world.*

The capsule will be on sale from the beginning of December 2016 in selected United Colors of Benetton stores and online at benetton.com.

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