**UNITED COLORS OF BENETTON: MASTERS EXPERTS IN KNITWEAR**

Benetton has always been at the forefront of technical innovation in knitwear working with and developing ideas together with its expert craftsmen and with the aid of the best suppliers, such as Shima Seiki of Japan, who have the most modern knitting machines. The Benetton style department and product technical department have always worked side by side, along with the production teams to obtain the very best in terms of style, quality and innovation. The company has roots firmly entrenched in half a century of history specific to knitwear, and which over the years has allowed technology to successfully adapt to changes in creativity, leading to innovative and often revolutionary ideas. Together, these developments have generated a truly unrivalled know-how.

In 50 years, Benetton has gone from using looms, flat bed knitting machines (the first hand-operated one was already in use in 1956), electronic and modern machines making it able to create inlays, multicolour patterns and special jacquard designs all the way to machines that can produce a whole, seamless garment, an important innovation in Benetton’s history that came about by chance as the result of an experiment. Once, while trying to make small gloves, the technician of a knitting machine produced almost doll-size dresses instead. After experimenting and trying several times over, in 1994 those little dresses became the first “one piece” seamless sweater.

Currently, whilst Benetton manufactures on an industrial scale, skilled women and men with decades of experience work closely with the design team sharing their wealth of expertise and knowledge of the machinery resulting in ongoing innovation and new solutions, to consumer needs . But nothing is taken for granted with knitwear: until the machine delivers the knitted piece you can never be sure ofthe end result. Only in this way can exquisite, modern patterns be achieved, ranging from ribbing to lozenges, highly detailed inlays, rice stitch and yokes, as well as classic jacquard, multicolour or zigzag stripes and the latest, almost 3D textures.

Paying homage to its propensity for innovation, Benetton has launched TV31100 – named after the postal code of the area of Treviso where Benetton was first founded – the ‘perfect’ sweater, an iconic basic sweater produced with innovative knitting technology. Entirely made in Italy in Treviso, at the company’s headquarters, the TV31100 is knitted in one piece using whole garment technique, so no seams and no waste and offers absolute style and comfort with the perfect fit .