**TV31100**

**From state of the art knitting technology developed in its laboratories in Castrette, Treviso comes Benetton’s TV31100, a new concept in pullovers. The fashion company’s new essential is a concentrate of Italian manufacturing expertise and tradition with an eco-sustainable touch and an ageless, cosmopolitan spirit.**

Smooth, seamless, figure-hugging lines for a perfect fit, meticulous attention to detail, top quality yarns (90% merino and 10% cashmere),  and a range of pure, versatile colors. A must-have basic piece to wear every day and everywhere – under a smart jacket, paired with ripped jeans, with a pencil skirt or under a winter coat.

TV31100 – the name is actually the postal code of the place where Benetton was founded way back in 1965 – is more than just your “usual” pullover.  It’s a declaration of love for the brand’s heritage, Italian style, and technological innovation. The company has decided to pay homage to its very first pullover, and has reallocated 36 knitting machines at its Treviso headquarters to manufacture a totally Made in Italy product “in house”.  The idea was to create something that not only celebrates the brand’s roots and history and embodies its DNA and pioneering spirit, but also revives an important connection with its home territory.

Created with these intentions – all of which have been met - TV31100 is the sum of Benetton’s signature values of quality, comfort and color, basic but perfectly made fashion content, timeless and right for everyone and for all occasions, from casual to formal.

Manufactured with revolutionary Whole Garment Technology, a knitting technique that eliminates yarn wastage and has a reduced environmental impact, TV31100 is totally seamless for a perfect figure-hugging fit that  allows the greatest freedom of movement.

Available in a limited edition from November, TV31100 for men and women comes in six colors – black, green, brick red, blue, purple and yellow.

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