

## UNITED COLORS OF BENETTON FALL-WINTER 2012 COLLECTION

### TWISTED CLASSICS CELEBRATING CONTEMPORARY CRAFTSMANSHIP

United Colors of Benetton Fall-Winter 2012 introduces **modern classics through the use of contemporary craftsmanship**, celebrating **colors** and the **use of color** as only **the brand** can!

The **prevailing mood** across the women's, men's and accessory collections is inspired by English heritage and outdoor dressing, reinvented through the creative use of bright colors, and the application of new fabrics and computerized knitting technologies.

Our team drew inspiration from the past to create new classics for the future. More so than ever, the collections celebrate our roots, using our latest innovative technology and applying our artisanal know-how to deliver value to consumers. Mixing structured shapes found in couture design with a modern casual attitude has resulted in our own unique twist on **new Italian contemporary style**.

This F/W12 collection sees the use of **old world fabrics**, from fine worsted wools, rich flannels and harris tweeds to **classic yarns** such as lambswool, shetland, cashmere, merino, alpaca and mohair, all transformed and modernized through bold color applications and advanced washes. Bonding and double faced technology breathe new life into these dependable classics, with state of the art knitting innovations creating machine-produced knitwear with the quality normally only found in a hand knitted garment. Our inspiration for prints and graphics is drawn from the worlds of **contemporary art** and **digital photography**.

Supporting the overall theme, the more casual part of the collection expresses an **urban active sportswear** mood. Subtle colors are tightly structured around neutrals, with a strong focus on technical processes such as bonding, felting and coating, on woven and double faced knits. Nylon parkas and functional down outerwear complement the range, while 3-dimensional knitwear adds texture and depth.

For the more **sophisticated metropolitan** sensibilities, the collection delivers a range of essential polished separates, suitable from day to evening. Rich jewel colors, fabrics and yarns are luxurious, but practical, and we celebrate artful prints and graphics across the range.

The Fall season would not be complete without a great **range of denim**. The collection will expand our great fits in an array of finishes, from the deepest shades of indigo to authentic vintage worn washes. Some new fits (Benetton's Pin Up Denim for women) and trend-inspired shapes will also be included, along with a new wool denim.

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