

UNITED COLORS OF BENETTON SPRING 2015

Italian Good Taste celebrated in a Spring Collection with a wealth of grace and personality. United Colors of Benetton pays tribute to the inimitable appeal of Italian dress sense, and especially that of iconic cities such as Rome. Where women are feminine, well-dressed and refined, and men emanate an irresistible, masculine charm, making fashion work for them without going to extremes. Exactly like Benetton, who has been bringing Italian style to the whole world for more than forty years.

WOMAN

Spring is a burst of blossoms for Benetton's sophisticated woman. Her fashion is elegant, wearable and very feminine. Well-proportioned lines recall the happy, sunny atmosphere of Rome in the Fifties - cropped trousers, little shirts tied at the waist, twin-sets and car coats that fit like a glove. Patterns for Benetton's cottons range from Vichy to floral, for beautiful, sophisticated shirts. Unusual finishes give a touch of chic also to everyday fashion: jacquard and lurex - in an original sky blue - and appliqued stones that add light to three-quarter fleeces and make mandarin collar coats, asymmetric mini-skirts and bright-as-paint cropped mini-jackets even more glamorous. The sophisticated woman takes inspiration from the queens of easy chic glamour, Audrey Hepburn and Jackie O. Glittery metallic-effect jacquard dusters sparkle over easy chic flared dresses; completing this look, dresses that are perfect for evenings in precious silks and taffetas. For cocktail wear there are romantic little dresses with tulle inserts, sheer, see-through effect blouses and black (mostly) or old rose and powder pink billowing shirts embellished with micro jewel details - a pearl-edged cuff or a jet-trimmed tulle sleeve.

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Thumbs up for Benetton's dynamic style and this spring's urban look, which reinterprets the preppy look in vogue in Rome's elegant Parioli district. The watchword - play with the nuances of the numerous flowered shirts, absolutely to collect for their versatility, and wear under the original flared or slim-fit dusters available in a range of colours from beige to yellow and ultramarine green. The brightly coloured super-light puffer jackets are a must-have for wearing on the scooter on cool spring days. Silhouettes are slim, both for chinos with a masculine preppy feel and for tops and short-sleeve honeycomb sweaters.

The classy colour palette for cardigans goes from pastel canary yellow and candy pink to elegant shades of red, lime and shocking pink, all to wear with floral-print soft cotton dresses in classic spring brights – sky blue, pinks and touches of lime.

This spring, colour blocks of classic Benetton colours are mixed with camel; an example of this très chic look? The orange pencil skirt with a slim cotton sweater in fiery red and a single-breasted beige coat.

For lovers of subtle floral prints there are irresistible pleated skirts, nipped-waist garden party dresses, perfect for a more formal occasion or a chic aperitif. For a top to toe effect they can be paired with pumps in the same pattern.

Benetton has also designed a line of sparkling bijoux in an enviable range of colours for all women. Chandelier earrings and gold & diamante necklaces are faceted with crystals. Both coloured and enamelled pendants are given a 'Fifties American costume style. From modern design bronze and black chokers to classic double or triple strands of imitation pearls to wear day and night, to a sophisticated clutch embellished with stylized crystal flowers and jewelled sandals

MAN

The spring elegance of the Benetton man is smart and always designed to put him at ease in stylish Italy and throughout the world.

He's a man who turns heads, but not because he's over the top or a fashionista, but rather because he's all man and fascinating. He wears casual trenches and suede jackets paired with polo shirts and shirts with embossed polka dots or tone on tone micro floral patterns. For evenings he's in well-cut suits in black, grey or navy blue with perfectly fitting cotton and fil coupé shirts. Irresistible? Yes, and above all, genuine, like Benetton style.

Colours for the urban man range from ginger red, navy blue and army green to shades of tobacco. The perfect city look is the blue canvas bomber jacket, five pocket jeans and the sporty fleece jacket. Denim or cotton shorts and slogan-emblazoned round-neck t-shirts or denim check shirts make for combinations that are never banal. Meticulously detailed lightweight sweaters, featuring vivid but not too way-out tone on tone prints, are worn with jackets with big pockets, chinos rolled up at the ankle and nonchalantly elegant slipper shoe. Looks that recalls the 'Fifties – style and lightness, and always up to date with Benetton clothes.

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