

UNITED COLORS OF BENETTON – Summer 2015

United Colors of Benetton presents a summer in all-Italian style inspired by the romanticism of Amalfi's maze of little streets, perfect for walks by the seashore in a magical golden sunset.

In this setting of refined simplicity we find elegant women who wear a chic Benetton style featuring the lightness of cottons and chiffon and polished details. Peplum-effect dresses have sequined skirts, sleeveless tops are exquisitely embroidered, blouses feature a bouffant effect and godet skirts are midi and pleated or embellished with embroidery. Colours are sweet: cream, pale blue, pastel pink, all natural shades enlivened by a touch of lime and the sparkle of accessories designed to make styling more elegant - "waterfall" necklaces, slim belts in macaroon shades, minimal or crystal and coloured stone-encrusted flat sandals, a mint green mini clutch studded with stones and beads, or elegant piquet tote bags to pair with easy chic patent ankle-strap sandals.

Days at the seaside mean the green light for ethno chic influences: embroidered kurtas, blouses with soft pleats and drawstring waists, ornamented strapless dresses and shimmering silk skirts. Organic colours are favourites, from brick to coffee and sable nuances and unexpected china blue accents for cotton sheath dresses with geometric or Indian-style patterns. Benetton uses fabrics such as sophisticated linen to give a touch of naturalness to bermudas and elegant A-line dresses. A fashion that mixes "green", natural textures with sparkling, icy flashes, featured above all on accessories – metallic-effect shoes, rock crystal costume jewellery, gold sequined clutch bags and sandals with a pink gold glow.

Designed for the active, cosmopolitan woman, the pieces with a more urban style are still feminine and contemporary. A "new age" fashion that favours neutral shades and the naturalness of cotton. Key pieces for this look are the on-trend pant-skirt and the ecru top with spaghetti straps paired with delicious luxury thong sandals and folk chic jewellery in shades of cream and old rose.

Trims and details are always refined: after all, the Benetton brand has been designing fashion for the world's women for forty years, and doing it with "Italian" style and meticulous care. Cotton dresses with exquisite open-work embroidered inserts, mini cardigans in semi-sheer tricot, flared maxi-skirts and embroidered blouses in the

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lightest lace and cotton. There are lots of layers of macramé and lace (also with denim) - a leitmotiv also found on bloomers, shirts and little sweaters that look as if they are crocheted, and even on earrings, that recall delicate old lacework. Top accessories for this slightly 'Seventies look are the rope wedges or the espadrilles in canvas and sequins. Then there are the romantic, modern ballerina pumps to wear with floral print flowing maxi-dresses with rouched neckline in shades of pale blue and pink.

MAN

Urban style for the Benetton man is easy chic and consists of lots of coloured or patterned linen polo shirts, slim fit crewneck cotton sweaters in sober shades of petrol blue-green or carbon blue, to wear with floral print, piquet-effect or check shirts. Go- everywhere light cardigans are in both solid colours and tropical or minimal patterns. A style for summertime living in the city, comfortable and easy, masculine but trendy, enlivened by flashes of canary yellow on pullovers, sweaters with a pocket and knee-length shorts. And while bermudas are in denim or feature flower prints, five pocket pants are in more classic blue denim.

For evenings and dinner offshore, there's a touch of the dandy about the floral shirt, peach pink waistcoat and unlined linen jacket in cream or air-force blue. Accessories continue this relaxed styling with leather "monk" sandals and blue and beige suede lace-ups.

A more relaxed, almost surfer-style gives the thumbs up to classic Hawaiian shirts, old school t-shirts or with eclectic parrots and flowers and almost psychedelic tank tops. Jeans are slim fit or cropped with rolled-up hems. Melange cotton track tops, from brick red to mustard yellow, are paired with faded denim shorts. Floral prints are everywhere - from drawstring bermudas to canvas slippers and cotton sweaters.

A colourful, easy fashion, made of pieces to mix and match every day, like a playlist on Spotify. Just as Benetton, a brand famous worldwide for its "happy" touch and quality, wants it.

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