

ONE WOMAN FOR ALL. ALL WOMEN FOR ONE.

United Colors of Benetton celebrates International Day for the Elimination of Violence against Women with a brand new campaign - focusing on equal opportunities and non-discrimination - and featuring a limited edition orange dress, whose proceeds will be entirely donated to UN Women

November 25, 2015. "One woman for all. All women for one." This is the message of the new United Colors of Benetton campaign, to be launched November 25th, on the occasion of the UN International Day for the Elimination of Violence against Women. It is an important statement that fits with the Italian brand's new sustainability strategy, focused on the empowerment of women worldwide.

The campaign shows three young women, each ready to perform a wide range of occupations – from doctor to artist, from student to athlete, from soldier to mother– that all women should be able to pursue and master during their lifetimes, according to the principle of equal opportunities for all women and men in the world.

UNITED COLORS
OF BENETTON.



A woman wearing an orange dress stands out at the center of each campaign image - a call both for unity in the fight for gender equality and a reference to *Orange the World*, a 16-days campaign by the United Nations - starting November 25th - that will act as a call to action against gender-based violence.

This campaign is not just kind. It is necessary. Today one in three women experience some form of physical or sexual violence, often perpetrated by their intimate partners. Some 700 million women were married when they were under 18, almost one third of them before turning 15. Just over 130 million girls and women have experienced some form of genital mutilation.

These are not just human rights violations. They are the most visible outcomes of a silent form of gender discrimination that interferes with the progress of our societies: in fact, violence against women makes it more difficult to eradicate poverty, combat the spread of HIV/AIDS and attain peace and security. Non-discrimination is, therefore, a key goal on the way to end gender-based violence.

The orange dress featured in the campaign, a garment that is also part of A Collection Of Us by Benetton, will be on sale only on benetton.com, starting November 25th. The proceeds will be entirely donated to UN Women, the UN agency for gender equality and women empowerment and a partner of United Colors of Benetton, which in 2014 already developed a powerful campaign to raise awareness about gender-based violence.

This year, Benetton Group decided to reinforce its commitment to improve women's lives by starting its own Women Empowerment Program. This is a long-term sustainability program aimed at supporting

the empowerment of women worldwide by funding initiatives that can help them attain the five priorities identified by the UN's recently launched Sustainable Development Goals: sustainable livelihood, non-discrimination and equal opportunities, quality education, healthcare and the end to all forms of violence.

The Women Empowerment Program is implemented by UNHATE Foundation, Benetton's foundation that fights all forms of hate and discrimination - especially among the youngest generations - through art projects aimed at generating positive social change.

The 2015 Orange Days campaign was created by Erik Ravelo, Director of Social Campaigns at Fabrica, Benetton's communications and design research center.

For further information:

benettongroup.com/media-press
benetton.com
fabrica.it
unhatefoundation.org

facebook.com/benetton
twitter.com/benetton
youtube.com/benetton

About Benetton Group and United Colors of Benetton

Benetton Group is one of the best-known fashion companies in the world, present in the most important markets with a network of about 5,000 stores. A responsible group that plans for the future and lives in the present - with a watchful eye to the environment, to human dignity, and to a society in transformation - the Group has a consolidated identity comprised of colour, authentic fashion, quality at democratic prices and passion for its work. These values are reflected in the strong, dynamic personalities of the United Colors of Benetton and Sisley brands.

United Colors of Benetton's commitment to social issues has always been a central feature of the brand that, through its communications campaigns and collaborations with leading non-profit organizations, makes the public reflect on social issues of universal relevance.

About Fabrica

Fabrica is a communications and design research centre. It is based in Treviso, Italy, and is an integral part of the Benetton Group. Established in 1994, Fabrica offers young people from around the world a one-year

scholarship, accommodation and a round-trip ticket to Italy, enabling them to take part in a highly diverse group of researchers. The range of disciplines is equally diverse, including design, visual communication, photography, interaction, video, music and journalism. Fabrica is based in a campus centred on a 17th-century villa restored and significantly expanded by renowned Japanese architect Tadao Ando.

About UNHATE Foundation

The UNHATE Foundation, desired and founded by Benetton Group, seeks to contribute to the creation of a new culture against hate, building on Benetton's underpinning values. Among its core aims, the Foundation seeks to promote the fight against hate and discrimination in all its forms, the support of new generations - where young people are the main actors and beneficiaries of concrete projects, communication campaigns and education activities - and the dissemination of information on the social impact of Art, the key tool of the Foundation in its activities against hate and discrimination. UNHATE Foundation is another important pillar of Benetton Group's sustainability strategy. Its contribution will have a real impact in the international community, involving a variety of stakeholders including the new generations, institutions, international organizations and NGOs, civil society and the general public.