

WOOL SO COOL

Benetton and the Woolmark project: 100% natural fibre

In a bright burst of colours, United Colors of Benetton unveils “Wool So Cool” in partnership with The Woolmark Company for Autumn/Winter 2019/2020. Involving the group’s entire network of 5000 sales points, “Wool so Cool” comprises a collection of Woolmark-certified sweaters that embrace the playful aesthetic of Benetton with an environmentally conscious approach.

As consumers continue to become increasingly aware to the quality of what they wear, the origin of the wool fibre and its environmental impact were key elements to the collaboration. To celebrate this new demand the campaign champions the inherent attributes of Merino wool, nature’s premium fibre. The collection capitalises on the benefits of Merino wool - its softness, quality and colour fastness that brings the bright colours to the collection that are an iconic aesthetic of the Benetton brand.

UNITED COLORS
OF BENETTON.

The Benetton Group's commitment to the environment starts at the fibre and continues throughout the supply chain with the Group partaking in the Greenpeace report *Destination Zero - Seven Years of Detoxing the Industry*. The Benetton Group has been confirmed as one of the leading companies that have joined the Detox Commitment.

The Woolmark-certified sweaters are made with Italian-spun yarns in 100% superfine Australian Merino wool, a 100% natural, renewable and biodegradable fibre, and represent an offer that makes up all the colourful soul of Benetton: the basic.

The collection will be accompanied by a special garment designed by Jean-Charles de Castelbajac, artistic director of United Colors of Benetton mens and womens collections. When asked what inspired him when designing this garment, Jean-Charles explained: “I was inspired by my favorite liquorice candies with a particular taste and different from the others, like the Benetton style. Black and our emblematic colors meet in a post-modern rhythm like a work of Pop art”. The crew-neck pullover has been designed in striped jacquard with geometric design, contrasting black sleeves and colored cuffs. A unisex piece, the sweater is the result of a mix of technical expertise and an all-natural feeling. It joins the Benetton base, ranging from turtlenecks to extra-thin sweaters, to under-jacket pullovers. Wool so cool.

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