

## UNITED COLORS OF BENETTON SS22 KIDS

### TO MOON AND BACK

**They travel to Mars, hide in the jungle, have fun on scenic rides. They play Pac-Man with mum and dad. They love and respect nature. Who are they? That's easy – United Colors of Benetton kids, who enjoy the warm SS2022 season in looks that are easy, colourful and full of personality.**

#### **GIRL**

United Colors of Benetton's spring sets out straight away on a journey to the stars. Benetton's cosmic girls are dressed in iridescent, glittery trails, love tie and dye, and go all out for cottons printed with galactic patterns. Greys, pink, violet and pastel rainbow nuances in an "acid" version: this is the palette for a fresh, urban look, where cuts are comfortable and modern. Cropped tops and very light, drawstring jeans mix with cool dresses, fun hoodies, rainproof bomber jackets and sweatshirts with appliqué ears. Milky Way-inspired embroidery and appliqués feature unicorns, stars and galaxies.

Back on earth the look is country-style, but very cool, with an appealing folk vibe as only Benetton can do it: used and "hillbilly" denim mixes with neon colours, frilly ruffles pair with prints and embroidery, the classic colors of the prairie become acid pastels, while pale pink combines with seaweed green for crumpled-look cotton muslin outfits in a feminine style to suit both "baby girls" and bigger girls. The special occasion theme features up-to-date chic style for dressing up and shining like a star. The simple, elegant looks come in shades of blue and light blue, powder pink and white, with touches of ice and "crystal drops" on crepe dresses, pants and tops in fluid viscose, shirts with ruffles, and eco viscose pleated minidresses with fluted sleeves.

This season, UCB has once again designed a line entirely in organic cotton – cultivated without chemical fertilisers or pesticides – for girls, and chosen a palette of "ice cream" shades for simple, sporty basic apparel, ideal to wear both to school and for leisure time, with the added certainty of Benetton quality.

On the other hand, the world of Pac-Man is playful and pop. Thanks to a gaming license, the hero of '80s arcades – much loved by mums and dads – brings a touch of fun to a pop, unisex 'street style' line of embroidered sweatshirts, T-shirts and iconic, colourful tops.

When the summer days get warmer, here are some very fresh looks with a tropical vibe – jungles of ruffles, palm tree prints, short playsuits in light cottons and jersey, tank tops with bows, and broderie anglaise shorts and flared skirts. Minidresses with fluted collars and dresses in slub jersey are absolute must haves. Leaf greens, optical whites and coral reds combine with ultralight denim. "Grown-up" style for cropped tops, artfully faded denim and tie and dye-effect T-shirts – a sort of '80s revival for Benetton girls, who mix pastel check seersucker tops and miniskirts with jersey drawstring Bermuda shorts with rounded hems.

As well as cotton, UCB also celebrates linen, the other summery natural fibre *par excellence*, revisited in a romantic version, treated with natural dyes in powdery cream and sky blue, pink stripes and flowers. A refined look, where ruffles, gathers and bows create a sweet elegance on clean, graceful cuts. Must haves are linen blend jumpsuits and dreamy summer dresses with bare back and delightful, *bon ton* details.

## **BOY**

Walking on the moon, with a style inspired by space conquests: tops for UCB boys are blue and teal, but also orange, with slogans and body-hugging fits reminiscent of Star Trek uniforms, or they have a faded tie and dye effect for a hippy cyber space look. A number of sporty aliens have been spotted in the Benetton galaxy, with drawstring joggers, sweatshirts with robot and astronaut prints, silver water-proof (and meteorite-proof) jackets, and treated denim.

With "one giant leap", we go from space to the jungle: here among the foliage are sweaters and sweatshirts with water-based and photographic prints, felt appliqués, bright colors, and cartoon-style animals. From classic polo shirts to cargo shorts with pockets in all-over prints, short-sleeved shirts and tropical-print jersey T-shirts, each piece is paired with coordinating, gymnastic-style soft shorts.

There is a "grown up", easy street-style attitude, with looks inspired by the famous Coney Island Luna Park, for urban apparel but designed with kids in mind: "tough guy" tank tops and sleeveless sweaters, as well as T-shirts with vibrant water-based prints. Colours are flashes of orange, sky blue, acid greens and tie & dye fading. Even denim has bleached undertones - for little (but good) warriors of the night.

The mini linen collection has a completely different mood: formal and cool, it features linen-blend button-down shirts, crew-neck striped T-shirts and linen blend blazers, as well as very smart Bermuda shorts and drawstring pants. Blue, light blue, cream and tobacco are the essential colours for this line

that respects nature and delivers a touch of “made in Italy” style.

A natural approach also for organic cotton apparel, made with cotton cultivated without use of chemical fertilizers or pesticides. This organic theme is very dear to Benetton, which is actively committed to reducing fashion’s impact on nature, producing high quality garments that are ideal for the delicate skin of very young customers. Appealing tops, little Bermudas and sweatshirts come in slub jersey, with a soft and comfortable fit. Colours for the season are as fresh as a water ice.

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