

UNITED COLORS OF BENETTON SS22

EVERYBODY LOVES THE SUN (AND THE EARTH)

United Colors of Benetton's SS22 is all about happiness and color. Sleek cuts, beautiful materials, Italian chic. The collection also features materials from Benetton's Love Nature project: exclusively organic cottons, recycled fabrics and polyester, and mineral dyes that are friendly to people and the planet, as well. Good is better.

WOMAN

Pastel hues, like cool, fragrant dawns. Brightly colored animalier touches. Flowers that bloom on happy days. United Colors of Benetton dresses Spring Summer 2022 in the brand's signature cheerfulness, with a multitasking wardrobe that treats the environment with gentleness: knitwear made with recycled yarns (or with re-used polyester chips), eco-sustainable viscose and pieces in organic cotton.

As always, keywords are quality and comfort, relaxed fits, wearability in all sizes, and an Italian chic that needs no explanation. An example? Zebra stripe/multicolored soft elasticated waist pants paired with a slightly cropped cable-knit cotton sweater. The mid-weight coat with detachable hood in ochre yellow, with that slightly British touch, is ideal for the last chilly days of winter. Combine it with casual outfits, joggers and sweatshirts, or with neat cigarette pants in color block gabardine. It's an endless game of rustic, pop and country chic mixing and matching that features knitwear worked in rib, lattice or cable-stitch, and beaded embroidery, used to embellish organic, contemporary-cut jersey sweaters. Floral, maxi, sixties and psychedelic all-over prints feature on dresses, suits and shirts, to be worn with delightful blackberry-stitch pullovers. Ruffles embellish dresses, tops and shirts, with lightness and grace. For a super-chic touch, pair the stylish tweed jacket with perfectly-fitting, lyocell-enhanced Dad jeans. Underneath are basics, t-shirts and color block tops. Summer hues are strong and decisive: fantastic pinks, brilliant greens, deep oranges and pop reds. This is practical fashion to wear in town or just as easily at the seaside, on vacation, on a boat. Clean lines for tank tops, midi skirts, poplin tops with puff sleeves and shirt dresses to wear belted at the waist. Everything must be cool and fresh, in light gauze and viscose for dusters and wide trousers.

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There is no shortage of stripes - multicolored - on sleeveless T-shirts and boxy-cut striped cotton pullovers. The parachute canvas T-shirt in dark green or cyclamen is one of those fashion pieces that changes your look. For romantics, there is the poplin maxi dress with buttons, low necks and flounces at the hem. Jeans - the paper bag style has pleats and a knot at the waist - are also fresh, in a linen blend, light as a sea breeze. United Colors of Benetton means Italian chic: feminine embroidery on cotton, ruffles, striped and *bon ton* fabrics. Bare shoulders, freshness, a hankering for the seaside and freedom: little blazers, Bermuda shorts and tops in *broderie anglaise*, and lace-stitch viscose linen dresses. The summer dress is a must-have: easy and practical, with floral prints, bows and spectacular full skirts.

United Colors of Benetton also continues its Love Nature project, making the most of its technical ability, research and development. This summer, in addition to organic and recycled yarns, the collection features mineral dyes, which give delicate "macaron" shades to fleece and cottons. Sweaters, hoodies, joggers and Bermuda shorts: all come with basic, minimal cuts and are "good" for the environment.

And last - but not least - get ready for something completely different and new: Benetton velvet *friulane* slippers. Originally footwear worn by poor people in Italy's Friuli region, they have been transformed into icons of simple, Italian chic, featuring recycled rubber soles and a variety of colors, from bottle green, to purple, scarlet and electric blue.

MAN

For the United Colors of Benetton man, SS22 focuses on a heritage style, made of cottons and light fabrics in olive, khaki, beige and sienna. There's something for everyone: folk patterns, cargo jackets, military accents, and a touch of old style with sailor jackets, T-shirts emblematic of freedom, comfortable sweatshirts, jacquard knitwear and relaxed-look pants. A very cool, urban fashion, at ease in spring and summer in any city. These looks are combined with eco-sustainable fabrics, organic cottons and stretch gabardine in shades of sky blue, aqua green and mix and match camouflage in a "light" version for a clean cut, tailoring-inspired appeal. A sophisticated, agile vibe, which uses shades of navy and lead, enlivened by touches of bright yellow. It all adds up to an understated masculinity with a strong cosmopolitan streak.

Must haves include hooded shirts, slim fit ultralight raincoats and pants with a crease but a soft jogger vibe. The athleisure look is prominent, featuring fleece track suits with crew necks, zips and hoods. Classic striped rugby shirts, with the revisited

logo, come in fluid colors: pastel is as much for "him" as is blue. Outerwear is perfect: the ice-color, unlined parka and short, unlined navy blue bomber jacket embody Italian-style elegance, a fashion without logos that's never over the top. Made with beautiful materials that respect the environment. Welcome, summer!

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