

VIVIENNE WESTWOOD, JOSEPHINE JONES, JEFFERSON HACK, CAMPBELL ADDY, LA ROUX, MICHAELA STARK, CHET LO AND MORE CELEBRATE UNITED COLORS OF BENETTON NEW CAPSULE COLLECTION DESIGNED BY JEAN-CHARLES DE CASTELBAJAC



Link to images. Courtesy of **Dave Benett @ Getty** [HERE](#)

Thursday 31 March, London - This evening, **United Colors of Benetton** and **Dazed** celebrated the launch of UCB's new capsule collection, **'In Love We Trust'** designed by Parisian artist **Jean-Charles de Castelbajac**.

Hundreds of London's brightest next generation creative talent and industry icons descended on the United Colors of Benetton's flagship store to pay tribute to the event's hosts **Jean-Charles de Castelbajac** and the **'In Love We Trust'** campaign stylist and *Dazed* Fashion Director, **Imruh Asha**.

Guests included **Vivienne Westwood, Andreas Kronthaler, Jefferson Hack, La Roux, Josephine Jones, Miss Jason, Daniel Lismore, Michaela Stark, Campbell Addy, Chet Lo, Wilson Oryema, Lou Hayter, Philip Colbert, Gavin Turk, Ibbi Njoya, Tempa T, Gary Card, Robert Montgomery, Aadam Sheikh, Paul Gorman, Dodo Potato, Catty Taylor, Harry Freegard, Ryan Lo, Charlie McCosker, Brionka Halbert, Aimee Gillingwater, Louis Powell, Mathilde Mellor, Nathan Hopkinson, Caleb Frempong, Olaf Hernandez, Josef Michael, Shaquille-Aaron Keith and Gigi Hari**.

Special DJ sets were performed by **CKTRL** and **JJESS** while guests enjoyed cocktails from **CÎROC** Vodka including a Cucumber Collins, CÎROC Pomegranate Passion and a CÎROC Pomegranate Spritz.

The collection, **'In Love We Trust'** is the new capsule designed by Jean-Charles de Castelbajac for United Colors of Benetton and is available in selected stores and online now.

Jean-Charles declares: *"This is the first time that the artist Castelbajac meets the designer Jean-Charles in the making of a Benetton collection. It*

is a ground-breaking capsule for me. And it is an ode to love: it is a collection that counts as a kind of renaissance, which wants to give hope. I've called it 'In Love We Trust', paraphrasing the national motto of the United States, 'In God We Trust'. I love to play with words and with fashion, because fashion is the expression of a thousand words.

The Benetton brand is founded on basics, so I wanted to create a collection of staple pieces to wear every day. Among my favourites is a sweater with the slogan LOVE, made with an extraordinary knitting technique; a trench coat — a great wardrobe classic — in shades of beige, featuring small coloured details that are part of my signature style; a camouflage sweater which I created with both different and tone-on-tone colours. And then there are the shirts, the printed denim, rubberised fabric windbreakers and a delightful "double poncho" for children walking together in the rain. Basically, I have revisited and revolutionised all the canons of classic imagery, from chic outerwear and camouflage all the way to the American flag. It is a collection with affordable prices, great quality and a design that speaks of love. This capsule is dedicated to today's families — to all of them, without exception. My idea is that of a totally modern, absolutely contemporary family. 'Family' for me today means participating in a collective, emotive and spiritual group."

In Love We Trust

@benetton @jcdecastelbajac @dazed

About BENETTON GROUP

Benetton Group is one of the best-known fashion companies in the world, present in the most important markets in the world with a network of more than 4,000 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 history of Benetton is built on innovation - seen in its bright colors, the revolution of the retail outlet, unique sales networks, and universal communications that have always been social talking points and aroused cultural debate - and now the firm has taken up the challenge of globalisation, with constant investments and a competent, flexible organisation that takes change in its stride.

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 personality of the brands United Colors of Benetton and Sisley.

About Jean-Charles de Castelbajac

Jean-Charles de Castelbajac is a visionary fashion designer who anticipated the foundations of what fashion is today by infusing art, sport, cartoons and collaborations within his designs. All the artistic environments he touches on embody his passion for history and poetry, as well as express his love for bright primary hues. During his career, he has worked with artists such as Keith Haring, Robert Mapplethorpe, Lady Gaga and many others.

In 1978 he founded Maison Jean-Charles de Castelbajac. Over the years he also collaborated with many fashion brands. Born from the fusion of punk

and pop, his style is characterized by the use of strong colors and pop icons, the mix of old and new and a whimsical and irreverent touch.

His creations have been displayed at New York's Institute of Fashion and Technology, London's Victoria&Albert Museum and the Galliera Museum in Paris. In 2018 he was guest artistic director at the Paris Biennale.

He created an installation at the Centre Pompidou entitled « the People of tomorrow » which can be seen until May 9th 2022 and a book called « Dessins tout-terrain » including 500 of his drawings has been published by Flammarion at this occasion.

Since September 2018 he designs United Colors of Benetton's collections.

About Dazed

Dazed is an independent British fashion, culture and arts magazine with a reputation for groundbreaking photography, fashion and editorial. It was founded by Jefferson Hack and photographer Rankin as Dazed & Confused in 1991.

Contributors include photographers Harley Weir, Rafael Pavarotti, Ryan McGinley, Walter Pfeiffer, Hugo Comte, Collier Schorr and Willy Vanderperre. Cover stars have included Harry Styles, Billie Eilish, Lil Nas X, Selena Gomez, Frank Ocean, Lana Del Rey, Rihanna, Nicki Minaj, Bjork and Pamela Anderson.

Ib Kamara is the Editor-in-Chief, Lynette Nylander, Executive Editorial Director, Gareth Wroughton, Art Director and Imruh Asha, Fashion Director. Alongside AnOther, Dazed Beauty, Nowness and Dazed Studio, it is part of Dazed Media.

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