

## UNITED COLORS OF BENETTON FALL WINTER 2022

### A MODERN VISION FOR EVERYBODY

**A F/W of comfortable practicality and democratic beauty, defined by shapes and materials with casual, sporty appeal. Whether oversized or stylishly patterned knitwear, or endless combinations of sweatshirts and joggers – maxi, with drawstring or high waisted – the UCB wardrobe has a strong urban vice that is eco-friendly and easy, inspired by the numerous facets of today's fashion. From the most followed TikTokers to what's trending on Instagram, street style cues or more classic choices, here are all the major global trends that tell of a new concept of how to dress. Easy, cosmopolitan, inclusive and ageless – a thorough mix of ideas that has been in this brand's DNA since its very beginning.**

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### WOMAN

Contemporary, easy, colorful: UCB style for this F/W 22-23 is designed for today's women and their needs. Daywear for the office or leisure time features jacquard prints that recall '70s-inspired wallpaper patterns, slubbed stripes and geometric motifs.

A free spirit, but with a certain class, throughout the day the UCB woman wears sweatshirts and T-shirts in ecological cotton, sustainable viscose dresses, quilted jackets and recycled polyester pants. Benetton has long adhered to careful quality standards, sourcing organic cotton from certified supply chains, favoring fabrics with at least 20% recycled polyester, and using certification systems that guarantee quality throughout the production process. Inspired by art are prints that recall vibrant gouache somewhere between David Hockney and Matisse: perfect looks to mix with flared jeans or high waisted, fluid sailor pants, or even with joggers and jersey tops with a comfortable fit.

A relaxed attitude that can also be seen in chic, long dresses and separates. This is a style enlivened by its simple elegance: the details are the pure lines, the lovely colors - from chalk white to mustard and fiery reds - oblique seams and ad hoc gathers. These looks are combined with outerwear in different weights and shapes, from the XL coat in faux teddy bear, to the cloud-effect eco sheepskin jacket, the cropped or long version puffer jackets made with Thermore technology (a sustainable padding that is 100% animal free and made of recycled plastic) or real recycled down. Coats, whether wrapover, egg-shape or slim-fitting, or enveloping and cocooning in yarn dyed wool are – together with knitwear – another of the Treviso brand's strong suits. As every year, UCB's F/W collection is an anthology of knitwear expertise. The experience of UCB's artisans combines with a practically boundless heritage of styles, patterns, stitches, yarns, colors and nuances to create pullovers and sweaters made to last. From Aran-style knits to mouliné yarns, patterns created with shaded printed yarns, cables, rainbow color combinations and romantic pastel jacquard or lace-effect color block sweaters, with Benetton you could

practically wear a different sweater every day, for every day of the coldest season of the year. This soft philosophy is combined with jeans for every size, taste and occasion: high waisted, stretch, bell bottom, faded, ripped, flared, tomboy, '80s with round leg, carrot, slim fit and 5 pockets. Denim is one of the season's musts, to be worn also in an all-over version with cowboy shirts, or with denim-effect yarn-dyed jackets quilted inside with faux shearling. To complete the look, a series of interchangeable, up to the minute accessories: from the hemmed cagoule to platform sneakers, real leather mountain boots with corrugated sole, and down-effect bags. Every day is a Benetton day!

## **MAN**

The new identity of the UCB man is that of a modern male, attentive to nature, unafraid of being romantic. A traveler of the soul and the world. You can't figure his age, and maybe you can't tell where he comes from: his style is influenced by a stream of encounters, memories and sartorial considerations remixed with geometric and linear shapes, and urban graffiti. The materials he favors are both classic and scuba, technical, smart and ecological - from cult workwear pieces to unlined jackets, faded sweatshirts in heavy jersey, chinos to wear every day, and minimal anoraks in a variety of bright colors. Classic with a twist, a must-have is the navy-style reefer coat in woolen cloth, ideal for fall.

UCB also gives a sartorial twist to college style - a great menswear classic - with contrasting details on this season's cult maxi cardigans, or on sweatshirts and sweaters in pure virgin wool with XL patches, and varsity jackets. Bottle green, blue and burgundy are the colors of his wardrobe: an Italian example of contemporary sobriety. UCB's winter is, as always, soft and warm, with a range of bold and up-to-date outerwear: from ecological down jackets in real recycled goose down to puffers in Thermore up-cycled plastic.

Under the jacket, cashmere blend sweaters, structured turtlenecks or fisherman's rib mouliné pullovers. Wool yarns are revisited with a retro but never nostalgic flavor, and feature in check prints for wool duffle coats, or on V-neck sweaters with exquisitely '70s tie patterns. With the dark blue denim shirt and yarn-dyed chino pants, the combination is ideal. In conclusion, it's always easy to dress well with UCB. Once again, this year there is a large proportion of sports-inspired apparel, since the idea is that of a dynamic, urban look. Brushed cotton hoodies with abstract prints in hues with a country appeal pair with rugby-style pieces in irresistible shades. Striped oversize sweatshirts and polo sweaters are worn with regular fit joggers or carrot jeans with a slightly high waist, which are also vintage-inspired. Because this is Benetton's DNA: versatility, the company's signature colors, quality and an inclusive image. A clear language that reflects the personality of one of the most iconic brands ever, where logo, color and image are an integral part of a message that knows no age.

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