

## **YOU CAN BE EVERYTHING - BE BENETTON**

*CEO Massimo Renon's relaunch program receives a further boost with the roll out of United Colors of Benetton's new Fall Winter 2022 campaign, conceived by new creative director Andrea Incontri. The aim is to raise the fashion quotient, celebrating diversity with an intimate approach and renewed aesthetic codes.*

UNITED COLORS  
OF BENETTON.

Ponzano, 30 August 2022. United Colors of Benetton launches its Fall Winter 2022 campaign. With creative direction by Andrea Incontri, the campaign puts the focus on the theme of diversity, renewing the brand's image without betraying its unmistakable style.

Both an architect and a designer, Incontri, the – new creative director for the United Colors of Benetton's Women's, Men's and Kids' lines, – will present the SS23 collection – his first for the Treviso brand – during Milan Fashion Week in September. The company chose him for his across-the-board creative vision and charged him with placing the product at the center of the brand's strategic positioning and guiding its heritage into the future.

The new approach is evident in the Fall Winter 2022 campaign. Incontri used an exceptional team to interpret the new collection, which features sustainable fibres and top-quality materials. The photographer was Giampaolo Sgura, the campaign 'ambassador' is Dutch top model Rianne Van Rompaey and styling was entrusted to a Dane, Jakob K.

Images feature neutral backgrounds against which the colors of Benetton apparel – worn by both women and men – stand out. The focus is on the body as a language and narrative tool that allows anyone to express their identity, made up of a multiplicity of desires, feelings, ambitions and fragilities.

"You can be everything", says United Colors of Benetton's new Instagram profile tagline. It's the start of a new phase, in which the celebration of diversity that has always been the Ponzano brand's hallmark, takes on a more intimate, contemporary nuance, linked to the infinite facets of each individual.

The campaign, which began in August, will air nationally and internationally on billboards and online and offline media, as well as on the brand's digital channels.

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