

UNITED COLORS OF BENETTON SPRING SUMMER 2023 KIDS

BE EVERYTHING

United Colors of Benetton presents the first Kids' collection designed by Andrea Incontri, the brand's new creative director, who now brings his concept of product, consistency and identity also to apparel for children. The result is a contemporary, edgy, cheerful look for SS23.

United Colors of Benetton presents the first kids' collection designed by creative director Andrea Incontri, an architect and designer with a love for a modern, uncluttered style. Incontri is a "draftsman" of fashion, attracted by the concept of "product" and its infinite possibilities, especially in the multi-colored world of Benetton.

His vision for the SS23 Kids' collection? Emphasis on the brand's cornerstones of knitwear, color, stripes and the study of materials as well as a precise aesthetic identity, recognizable throughout the range.

A naturally modern idea of fashion, which led Incontri's quick, refined and practical eye to redefine the wardrobe for United Colors of Benetton kids. The first thing that catches the eye is the abundance of obviously agender apparel, a feature that anticipates the trend in looks for adults and effortlessly interprets kids' increasing desire to dress as they please. Without rules, but to suit their own nature – because it's as children that we learn to be ourselves.

GIRL

Fruit is the designer's main theme for this look, interpreted as prints or piquet stitch patterns of **cherries, pears** and **apples** in maxi or mini format, all-over or placed and featured on sweatshirts, joggers, tops, culottes, cardigans, t-shirts and jacquard sweaters. A strong statement that, on one hand characterizes this collection, and on the other identifies a series of unisex pieces that can also be worn by boys. Indeed, it will not be uncommon to see brothers and sisters exchanging clothes! Clearly more feminine is the gingham poplin range – also two-tone – with fit and flare dresses, blouses with collars and ruches, little tops and culottes in ribbed crochet work. All to mix with sportier looks, such as one-shoulder tops and jersey cycle shorts and some denim pieces like vests, skirts and mini dresses with gathers and little frills. The look is completed by a series of embroidered muslin summer dresses and playsuits, with tops and shorts in cool broderie anglaise. All looks that can be accessorized with a series of rubber slippers, eco-leather sandals, hats and **Be Bag** shoulder bags – the new UCB bag – in different prints, colors and sizes.

BOY

For Benetton Boys, Incontri has also used **cherry, apple** and **pear** patterns, featured on cardigans with contrasting edges, sweatshirts, piqué stitch polos, comfortable fit cotton Bermuda shorts and short-sleeved shirts. The perfectly mixable color palette runs the gamut from glossy to sorbet, allowing the creation of ever more personal,

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unique looks. A desire for independence that can also be seen in the denim apparel, which here is light and fresh, or beachwear combinations – tank tops, shorts – in bright shades of sunflower and aqua green. Summer is hot and calls for light, cool clothing, like brushed canvas shorts and shirts outfits in sandy hues with a striped pattern, to wear with accessories such as very light rubber sandals, open-toed slippers shoulder **Be Bags** and basketball caps or bucket hats.

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