

UNITED COLORS OF BENETTON SPRING SUMMER 2023

BE EVERYTHING

The United Colors of Benetton SS23 collection is finally available, including in select stores redesigned by new creative director Andrea Incontri. Based on a philosophy of taste with a precise identity, the collection is inspired by Benetton's key principles: a cosmopolitan soul and a democratic smart look, with knitwear, color and stripes at its core – together with a passion for fruit.

WOMEN

For this collection, the designer focused on the fruit theme, questioning the quality – also visual – of what nourishes us, physically and culturally. The answer is a multitude of **cherries, apples and pears** of various sizes – real, artificial, organic or pop – in glossy or sorbet colors, printed or inlaid on minimal shirtwaists, fit and flare dresses, culottes, tops, beachwear, boxy shirts, sweaters and maxi cardigans. As usual, accompanied by a vast range of knitwear.

In particular, Incontri has worked on **knitwear** with his systematic approach, exploiting the potential of a historic brand like Benetton for jacquard and mélange sweaters, in lace stitch, grosgrain and mouliné, or using recycled cotton yarns. All with a clear message: **Be you**, use this multitude of finishes, colors and fabrics to be whoever you want. Mix, match and choose your favorite flavor.

Even the use of **stripes**, one of the brand's signatures, has become a new statement: urban, cool, fast. They subtly reference college style, glam rock, 80s tennis culture. Agile elegance for dresses, kimonos and poplin suits with a broderie anglaise effect, for outfits and summer dresses in Vichy cotton, flanked by light or two-tone denim. Accessories play an important role, with the signature **Be Bag** – already presented in September 2022, together with a dedicated capsule – in Saffiano eco leather, available in various colors and shapes, with **cherry, apple & pear** motifs, as well as obi belts, and bucket bags with inlays and shoulder straps. The footwear range includes studded clogs, platform mules, rubber soled eco-leather slippers with double padded band, as well as open-toe rubber agender slippers.

MEN

The same urban practicality and touch of distinct freshness are also present in the men's collection, where the "fruit obsession" covers beach and city outfits, with poplin shirts, Bermuda shorts or joggers with matching tops, in jacquard cotton or piqué, bearing **cherry, apple or pear** motifs.

Also featured are so-called agender pieces: apparel with a neutral connotation that can be worn by everyone. From outerwear – XL fit overcoats, field jackets, shackets and bomber jackets in eco-suede – to sweatshirts, slim fit Safari jackets, workwear looks, and absolutely on-trend netfish looks in mouliné knit.

Incontri revamps stripes with pieces that mix college style with shapes borrowed from hip hop, and brings 90s streetwear up to date, as seen with denim, reworked with cropped silhouettes, comfortable, minimal fits or two-tone effects. Accessories such as sneakers, hats and unisex **Be Bag** purses complete the range.

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