

BENETTON'S FUN UNIVERSE

Focused on product and brimming with aesthetic, identity-making themes, the Spring Summer 2023 campaign marks another milestone along the stylistic path Andrea Incontri has chosen for United Colors of Benetton

Ponzano, 6 February 2023. Play and seduction. Identity and stereotype. Realism and fiction. The new United Colors of Benetton campaign is an explosion of aesthetic themes that reflect the vitality of the Spring Summer 2023 collection, designed by Creative Director Andrea Incontri.

Benetton has entrusted the creative team behind the previous campaign to consolidate the fashion-focused orientation of the brand's stylistic codes. The photographer is Giampaolo Sgura, the stylist is Jakob K. from Denmark and the top models are Rianne Van Rompaey and Selena Forrest. The main themes of the collection - in Benetton's iconic colors - stand out on a grey background.

UNITED COLORS
OF BENETTON.

In addition to classic horizontal stripes, the campaign's core element is fruit. Apples, pears and cherries sprout like giant icons at the center of jerseys or sprawl across cardigans, bags and hats, forming endless patterns. It is a pop, youthful style that on the one hand draws on the world of cartoons and on the other raises questions on the natural and the artificial, on authenticity and fiction. With the same vibe, in the campaign video apples, strawberries and cherries turn into instruments of light and playful seduction.

The garments are fluid and fun. Bathrobes and dressing gowns turn into jackets. Boxers transform into shorts. Men wear skirts while women sport oversized denim suits. This is a hybrid, spontaneous universe that celebrates Benetton's sense of diversity by requiring of its inhabitants a single task: to be themselves.

Starting February, the Spring Summer 2023 campaign will feature in leading newspapers and fashion magazines in Italy and abroad, on high-visibility billboards in Milan and Venice, and online.

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