

## INFINITY

### United Colors of Benetton Fall-Winter 2023-2024

**For his second United Colors of Benetton runway show, Andrea Incontri adopts the concept of infinity to sum up the brand's generational history and transform the linearity of time into an endless cycle of products, values and aesthetics.**

Andrea Incontri's Fall-Winter 2023-2024 is a **synthesis** of Benetton's industrial heritage. A story that starts from the **seriality of the product**, adopting it as a tool for studying and **replicating** common reflections between **different generations**. The result is a continuous flow of apparel and accessories crossing a fully mirrored set – featuring a **lift** as its central totem – which is transformed into an identity multiplier. A means of travelling through time, space and individual ages, obsessively amplifying their individual facets.

Thus, an **endless reiteration** is created that sums up Benetton fashion in its **archetypes**, through the detailed analysis of two variables – **wearability** and **material** – to which is added what people actually wear. These are the principal elements of apparel and accessories whose **everyday rigour** is free from any stylistic hyperbole other than that of colour – establishing tension between the purity of the shapes and the richness of the decorations.

Incontri's new collection begins with **tailoring** – jackets, trousers, coats in full, tonal colours, as well as in houndstooth check or tweed – and ends with **workwear**, particularly overalls, garment-dyed canvas skirts and jackets with contrasting stitching. Research into materials sees **eco-leather** 'move' from accessories to clothing – such as the **vinyl-effect biker jacket** – and the introduction of **eco-shearling** for plush apparel and accessories. Thus, Benetton moves beyond its core of **knitwear**, masterfully created in a variety of stitches that includes stockinette stitch, cables, moss stitch, jacquard and maxi-crochet for a new concept skirt-top-cardigan ensemble, complete with matching headphones.

**Colours** and **prints** contrast with the clean, precise cuts, in a continuous variation that starts with **black and white** – fullness and void – and ends in **grey** and mirrored silver. Neutral colours serve as the extremes of an endless space of Benetton **polychromy** represented in the collection by seven saturated shades: ultramarine blue, primrose yellow, emerald green, hot pink, rosewood red, wisteria, orange flame.

Chromatic metamorphosis drives the evolution of the show, in a rhythm marked by **symbols, geometric shapes** and **patterns** whose serial repetition replicates the cycles of **nature** and **industrial production**. The organic and spontaneous nature of the former is represented by the show's main figurative themes: the **rabbit**, the **flower** and the **mushroom**. These are then transformed into stylized designs for jacquard inserts, prints and patterns enlivened by opposing complementary colours which—then combine in horizontal and regimental **stripes**, tending towards infinity, and in perfect **circles** that create increasingly smaller, psychedelic **optical motifs**, repeated until they take shape in a sphere associated with mouths and hands, in a three-dimensionality suspended as in a frame.

The show is completed by **accessories** that are glossy or mirrored – coloured or patterned bags, platforms, Mary Janes, loafers and combat boots in vinyl or eco-leather – or **plush** – furry belts, bags and footwear. **Enamelled costume jewellery** reprises the subjects of the prints, adding small, brilliant details.

The show will be staged on **February 25<sup>th</sup>** at the Museo della Permanente during Milan Fashion Week.

UNITED COLORS  
OF BENETTON.

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