

## UNITED COLORS OF BENETTON FALL WINTER KIDS 2023

### INFINITY

**The FW23 for Benetton Kids is structured along the same lines of knitwear, colors and figurative patterns as the adult collection. A vocabulary with its roots in the brand's heritage to creates an up-to-date, recognizable style.**

#### GIRL

Full of character, Benetton's fashion for girls follows a formula based on unisex style, technical know-how and quality materials. The result is a reinterpretation of Benetton's great classics: - sweatshirts, denim, color block knitwear, polo shirts, t-shirts, patterns and figurative themes.

Like the optical pattern, in which the geometrical rigor of polka dots and checkerboard combine with chromatic freedom, or where the micro floral pattern envelops the entire wardrobe, appearing on waisted puffer jackets, mini-dresses, waistcoats and skirts in jacquard wool, pullovers and coats with floral patches.

Tartan features on wool cloth kilts, shackets and jackets with a grunge vibe. Then there are Benetton's signature stripes, revamped with flash colors that appear on quilted jackets, sweatshirts, crew neck sweaters, gilets, t-shirts. Finally, there are animalier prints which feature on apparel with contrasting lines - sweatshirts, shirt dresses with ruffles, shoulder bags, leggings, miniskirts and cropped down jackets - with black eco-leather trims.

A world of hues completed by more classic, tailored apparel, such as velvet twin-sets, crocheted or moss stitch knitted wool, or tweed. And finally, teddy mania for jackets, sweatshirts, pajamas and super soft sweaters, for a total look that mixes a sporty attitude and cocoon tenderness.

#### BOY

From technical gabardine jackets to knitwear with neon inlays, from funny animal prints to all-over tartan: - Benetton's kids style is the tangible expression of what Andrea Incontri calls "generational fashion". Not only because it revives the style of those who grew up with Benetton, but because it is the ideal mix of style, comfort, quality and price.

So, the presence of many unisex garments is no surprise: from bright monochrome looks to jacquard flower knitwear, from jersey sweatshirts and t-shirts with slogans to, and the ubiquitous stripes, there are many options for iconic apparel that can be worn by anyone.

These are pieces that mix with cable knit cardigans, waistcoats and jackets with a more tailored inspiration, as well with a plaid or five-pocket denim shirt, pleated pants, corduroys, cargo pants and soft teddy bear jackets with contrasting pockets. For juniors and kids, there is also a capsule collection of recycled polyester puffer jackets and hoodies with embossed logo, available in saturated shades- yellow, green, orange and cornflower blue.

Accessories - lace-up boots, wool caps, aviator hats, scarves and colorful ankle boots in synthetic nabuk - add the finishing touch to every look.

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OF BENETTON.

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