

UNITED COLORS OF BENETTON FALL WINTER 2023

INFINITY

With its FW23, United Colors of Benetton continues along its code-identifying journey: knitwear, color, tailoring, workwear and figurative themes. It's a collection for all generations: those of yesterday, today and tomorrow.

WOMAN

A series of collectable iconic items. Andrea Incontri exploits the brand's "industrial" potential, transforming it into a symbol, highlighting its heritage and mass production culture. Seriality dresses today's woman: now classic, now minimal, optical or radical. All enriched by a chromatic evolution that introduces non-colors – white, black, grey – for the first time.

And so here are perfect geometries, the use of circles, of stripes in all their potential, of waves, of infinitely repeated patterns, in mini or maxi prints, featuring on cottons, denim and poplin, as well as on jacquard for beautifully crafted knitwear. All-over prints: rabbits, stylized flowers, mushrooms, marbles, horizontal or regimental stripes and houndstooth appear on puffer jackets, skirts, pullovers, gilets and sweatshirts. Symbols that to convey immediate recognition. Just one look and you know that it's a Benetton piece.

Benetton has reclaimed its role as a leader in everyday, original fashion. It can be seen in the knitwear, where the workmanship is outstanding, ranging from crochet to moss stitch, plain knit and rib stitch, in graduated colors, with cables and knots. It's also obvious in the outerwear, which exudes an urban chic vibe. From the business jacket to wide leg pants, everything is coordinated and designed to be a lasting wardrobe staple.

Denim, reworked in a classic vein, plays a significant role, as does workwear: another practical element, to be paired with eco-shearling biker jackets, teddy-effect coats or even maxi down jackets with stitched logo – all ecological and made with recycled nylon.

Accessories become essential and give even more incisiveness to a look: in eco-leather, in different textures, from faux crocodile to prints, here are the Be Bag shoulder bags, totes and bucket bags with zippers, and optical shoppers. Belts, boots and platforms in eco vinyl, scarves and wool caps add a finishing touch to your own, personal look.

MAN

Practical, incisive fashion: this is the style of the Benetton men's collection. The symbols – rabbits, mushrooms, flowers – the logos, the prints, the colors, the stripes: all the key words in the Benetton vocabulary are conveyed here for a Fall/Winter that exhibits strong personality.

It can be seen in the knitwear range, which rules the roost thanks to the expertise of the brand's workshops. The collection features plain knit sweaters, turtlenecks, oversized fits, cardigans with knots, ribbed sweaters and cashmere blend yarns with inlays, textured finishes and cables, as well as regimental stripes, all-over jacquard and lightly brushed bouclé wool. The casual elegance of the knitwear mixes with the pared down lines of apparel with tailored finishes: a mix that can be appreciated on duffel coats, single-breasted coats, double-breasted jackets, pea coats and

pleated pants. Iconic pieces in their everyday simplicity; archetypes of a fluid and versatile men's wardrobe.

Even the denim workwear - with contrasting stitching or textured fabric, - has its own elegance. It is the distinctive trait of Andrea Incontri, who, as an architect, brings a clear idea of good taste to clothes, with attention to fit and materials. For the latter, quality and respect for the environment guide the choice of eco-shearling and eco-leather, ecological cotton, recycled polyester and recycled fake feathers.

Finally, there are also prints and patterns: tartan and checks, houndstooth, Prince of Wales, herringbone and bouclé for jackets, coats and shirts.

A range of accessories in eco-leather, cotton and wool complete the collection: from a houndstooth-patterned scarf to a synthetic leather combat boot, from tartan backpacks to multi-coloured Shetland gloves.

[benettongroup.com/media-press/
benetton.com](http://benettongroup.com/media-press/benetton.com)

[instagram.com/benetton](https://www.instagram.com/benetton)
[facebook.com/benetton](https://www.facebook.com/benetton)
[youtube.com/benetton](https://www.youtube.com/benetton)
[pinterest.it/benetton](https://www.pinterest.it/benetton)