

## **UNITED COLORS OF BENETTON CELEBRATES 50-YEAR PARTNERSHIP WITH WOOLMARK**

*The brand presents "Never-Ending Wool," a campaign commemorating half a century of collaboration with The Woolmark Company and the enduring legacy of Merino wool.*

Marking the launch of its Fall Winter 2023 collection, United Colors of Benetton presents a campaign that celebrates both the quality of its wool apparel and the fiftieth anniversary of its partnership with The Woolmark Company.

The Woolmark Company is an Australian non-profit company which – in over half a century of activity – has established itself as a global authority in the wool industry. All over the world, the Woolmark logo affixed to an item of clothing guarantees the standards and high quality of Merino wool. United Colors of Benetton was one of the first brands in the world to attach the Woolmark logo to its wool apparel, as early as 1973.

"We were among the first brands in the world to affix the Woolmark logo to our wool apparel," says Massimo Renon, CEO of Benetton Group. "Fifty years later, we are proud to celebrate a partnership that is synonymous with respect for the environment and total quality for our customers".

"We consider it an important part of Merino wool's ongoing legacy to renew partnerships with iconic brands like Benetton," says John Roberts, Managing Director of The Woolmark Company. "It remains a key priority for us to connect high quality Australian Merino wool with beloved brands that span generations."

Launched in 2021, the "Never-Ending Wool" slogan reiterates the durability of Benetton's pure wool products, which are handed down from generation to generation and boast a potentially infinite life cycle. Indeed, wool is resistant to odors, durable over time, resists many washes, can be easily recycled and – once released into nature – decomposes in the soil, properties that make it a totally sustainable material.

In the video campaign, the decades-long collaboration between United Colors of Benetton and The Woolmark Company is represented through an allegory: the camera shows a group of women standing next to each other and reveals that – although different in outfits, poses and hairstyles – they are actually the same person. It is a reference to the durability of Benetton wool

UNITED COLORS  
OF BENETTON.



clothing, which has been worn by individuals and families all over the world for over fifty years.

In addition to celebrating 50 years of collaboration, the renewed partnership with The Woolmark Company guarantees the quality and sustainability of over one million Extra Fine Merino pieces of apparel from the Fall Winter 2023 collection, which will be distributed in 1,500 United Colors of Benetton stores worldwide starting from October. In 50 selected stores, customers who purchase a Merino wool garment will receive a gift package of Woolmark Apparel Care certified bio detergent suitable for washing wool garments, together with a booklet providing instructions for the care and storage of clothing.

#### **BENETTON GROUP**

Benetton Group is one of the best-known fashion companies in the world, present in the main markets with a commercial network of around 4,000 stores. It is a responsible Group that plans for the future and lives in its time, attentive to the environment, the dignity of people and the transformations of society. With a history built on innovation – through color, its revolutionary approach to retail, a unique commercial network and global communication codes that have always sparked cultural debate Benetton Group faces the challenges of globalization with constant investments and an expert, flexible organization, trained for change.

The Group has a well-established identity of style, color, authentic fashion, quality at democratic prices and passion: values that are reflected in the strong, dynamic personality of *United Colors of Benetton* and *Sisley*.

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#### **About The Woolmark Company:**

The Woolmark Company is the global authority on wool. Through our extensive network of relationships spanning the international textile and fashion industries, we highlight Australian wool's position as the world's premium, sustainable fibre that is optimal for circular, traceable products.

The Woolmark logo is one of the world's most recognised and respected brands, providing assurance of the highest quality, and representing pioneering excellence and innovation from farm through to finished product.

The Woolmark Company is a subsidiary of Australian Wool Innovation, a not-for-profit enterprise that conducts research, development and marketing along the worldwide supply chain for Australian wool on behalf of about 60,000 woolgrowers that help fund the company.

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