

United Colors of Benetton SS24: BE ON time!
The Kids are all right with the Spring Summer 24 collection

There's something of a revolution in the Benetton Kids wardrobe: to make its range even more appealing to young customers, UCB has decided to revolutionize arrivals in store to support both seasonal timings and the passions of kids, who are now almost as fashion-conscious as their older sisters and brothers.

GIRLS

For UCB girls, there are lovely collections designed for special occasions, first communions and spring parties. The looks will be immediately available with the arrival of good weather, with touches of tulle, romantic ruffles, dresses, shirts and skirts in crepon printed with small flowers, pretty pleated finishes, lace and broderie anglaise, flounced collars and quietly elegant colors.

The brand's signature stripes are everywhere, on tops, sweatshirts and light pullovers, while lightweight puffer jackets pair with trendy pieces such as bell-bottom jeans, slightly baggy parachute fabric pants, denim jeggings, striped-effect skirt-pants and floral print leggings.

A truly seasonal fashion, that goes from spring - shaded tie-dye sweatshirts, to be worn with top-stitched denim, sweaters with Western-style fringes and cotton drill jackets - to super summer looks in cotton, broderie anglaise and gauze with the season's prints - like strawberries and all-over mini flowers - tank tops, shorts and very light minidresses, embellished with ruffles and romantic macramé details. A gingham top or shirt is a must, a stylish print much loved by little ones.

The idea is one of fun, graceful, easy, contemporary fashion in shades of cream, ecru, fuchsia, ice cream pink, white and blue or white and red. While maxi stripes are ideal for "grown-up" minidresses, skirts and tank tops, narrow stripes give a chic allure to seersucker tops and balloon dresses for the younger ones.

BOYS

The same UCB philosophy is also applied to fashion for boys: every month in store there are the cult pieces of the moment, to be worn immediately. If March sees the arrival of light colour block puffer jackets, gilets, sweatshirts with contrasting hoods in the brand's signature colors - with the addition of lime yellow as a seasonal nuance - and cargo pants with big utility pockets also in parachute fabric, towards May special occasion looks will be available with jackets, "grown up" trousers and striped cotton shirts. Leisure time, sport and school, on the other hand, are lived in the comfort offered by Benetton's quality basics: t-shirts with themed graphics - from sporty to the Wild West - tracksuits and windproof jackets with a marbled tie-dye effect. Lots of stripes - a playing field that Benetton always likes to explore - maxi, mini, as a graphic element on sweatshirts, polo shirts, socks and shorts.

Note the vast selection of denim, which ranges from classic 5 pockets to stretch jeans - from indigo blue to stonewashed - with a fleece effect, or with ad hoc fading, for every taste. All pieces that mix and match with the Far West capsule featuring denim shirts with snap buttons, check cowboy shirts and drill cotton dungarees. For newborns and little ones, UCB fashion is always a guarantee: from cute bunny, chess and horse prints to the quality of the fabrics, all pieces - from onesies to bloomers and little polo shirts - are perfect allies for the first warm days.

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