

## **UNITED COLORS OF BENETTON FALL WINTER 2018 COLLECTION**

**United Colors of Benetton's Fall/Winter 2018 wardrobe is a symphony of possibilities for him & her: quality, casual chic and Italian-style beauty.**

### **WOMEN**

United Colors of Benetton's Fall/Winter 2018 wardrobe expresses the easy way with fashion that has always been the brand's hallmark – a style that effortlessly meets the demands of the modern woman. Transitional in mid-season, it combines clean, oversize shapes and resistant, quality fabrics. Fall is the essence of comfort, it's warm and enveloping, and presents knitwear in warm, burnt shades and a plethora of patterns, from Fair Isle to madras checks, Prince of Wales check and classic tartan. Knitwear features color blocking, stripes and ombre hues, as well as ramage and ikat designs for a folk touch. The fashion forward colours mix cherry, paprika, ochre and peacock blue. Sweatshirts feature prominently, and come in classic sporty colour melanges, but cropped and oversized designed for layering. Geometrically structured blouses and shirts have mini collars and are also maxi-shaped – the feeling is Nordic, with a Scandi-look. The must-have accessory is the corset, which defines an up to date silhouette – nipped in waist, wide pants and micro top - for a strongly physical deconstructed look. This style pairs with very high-waisted pants, with either a crease or bell-bottoms. More mannish are the soft, pleated stovepipe pants, a stellar example of relaxed city styling. The flared midi skirt and the V bodice midi dress with nipped in waist and full skirt are both hot looks for this winter – femininity without compromise.

Winter is technical, high performance and innovative. United Colors of Benetton has created a collection in glacé colours, from mauve to dove grey, bone and blue-grey, with a prevalence of cool shades. Digital and pixilated prints reinterpret elements from nature, flowers are given an X-Ray effect, as are maxi plaid and stripe patterns. Knitwear imaginatively combines smooth wools with tactile bouclé, matelassé, 3D and faux fur textures.

Finishes are elaborate, with an experimental feel. Metallic yarn also contributes to this ultra-current style with intertwined bronze and silver embroidery with a techno-romantic touch in the weave of a futuristic idea with sculptural forms. It's checks all the way for must-have outerwear, from windowpane

to Prince of Wales. From the flared coat with an eco-friendly faux fur collar to the feminine reefer, the workwear jacket, the blazer, and the cropped puffer, there is just one trend – go check or go home!

The new parkas that combine technical and fashion, the soft coats to wear like blankets and the shearling are well in line with the season's top trends.

## **MEN**

United Colors of Benetton's men's Fall/Winter 2018 wardrobe is designed with practicality and style in mind, with revisited, updated versions of the mainstays of Italian style. Pieces range from sporty and mid-season carrot-leg gym pants, rugby-stripe polo shirts, the college bomber jacket, to utility mixed with street style. Here we find Prince of Wales check shirts and jackets with faux fur collars, arty striped jumpers, corduroy pants, and a revisited Prince of Wales on pants, shackets and slim fit reefers. Washes are elaborate, such as tie-dye, sweaters are "worker" style, and slogan-printed sweatshirts are fit for a chic graffiti artist. Eye-catching outerwear with minimal detailing includes "pin striped" puffer jackets and zipped coats with sporty details. Must haves are the all-over tartan suits, with either a reefer jacket or windbreaker and matching pants – original, fun, and up to the minute. All-important focus is on knitwear - mouliné, colourful, striped or techno with inserts. Colours are refined and masculine and go from warm fall shades – ochre, camel and wine to darker nuances of purple, greys and mauve. A pure, easy, urban style.

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