

UNITED COLORS OF BENETTON FW21 KIDS

BENEKIDS ARE YOUR FUTURE

Hope, colour, the future and Ecology. Music, nature, Mickey Mouse and Marvel superheroes. Benetton's F/W 2021 is all about getting close to nature and the sheer pleasure of moving. From sporty looks with lettering and prints to checked outfits and jacquard sweaters, exploration is the inspiration. It doesn't matter whether it's in town or in the countryside, kids can't wait to run races and create impromptu dances to the latest hits on radio. Always with one eye on style and the other on sustainability.

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GIRLS

Today's girls are the women of tomorrow, and dressing them is no small responsibility. For years, Benetton has been dressing kids all over the world in a way that's respectful and well-made. But it's no longer enough: what's needed now is a concentrated effort to reduce plastic in the oceans, and employ fabrics and dyes that are not harmful to the environment and those who work with them. Learning about respect starts when they're little; even when girls are dancing on points in leggings and sparkly knitted shrugs, looks can be colourful, imaginative, girly and sustainable, in eco denim, organic cotton and recycled polymers. Here they are in hoodies decorated with stars, pretending to be rock stars in tulle minis, playing at being little rappers in XXL sweatshirts with big lettering, in carrot or bell-bottom jeans, as well as in folk-style pullovers that recall the sweaters of the northern isles. Everything is designed for easy-to-wear fashion for girls all over the world. Colours range from ivory, burnt earth shades and petrol green – beautiful on floral minidresses – to sparkling powder pink and black sequins for a gamer or little 'witch' look. Chic and romantic on special occasions, mischievous and techno in the more urban styles, the Benetton squad is the sweetest!

BOYS

They have their eyes on the future, play at being YouTubers, but still want cuddles from their mums. Combining past and future, here is a style that's sporty – with a colourful, printed track suit – adventurous – with hiking boots and a backpack – and modern – with chunky sweaters and cargo pants. As future citizens of the world, they love black eco leather jackets and faded jeans, know how to 'dress up' in slim-cut jackets and

smart pants, but also love nature-inspired graphics, lumberjack shirts and wadding-injected colour block or camouflage padded puffer jackets. Knitwear that's not prickly or itchy and doesn't fade is essential. Knits and sweatshirts reprise the elegant atmosphere of prestigious schools and the magical vibe of Hogwarts, with maxi stripes a mix of boarding school and gamer style. Past and pre-sent, just as JCC likes it. The colour palette is very British, going from dark blue to grey to cream, with logos and embroidered patches. And when Santa Claus is coming to town, there's nothing better than a jumper with Snoopy's face on it!

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