

FROM BAGGIO, ON TOUR IN THE SUBURBS WITH GHALI

From 1 to 13 October, Benetton is bringing the United Colors of Ghali capsule collection to the outskirts of Italian cities, giving fans the opportunity to meet the artist

Milan, 29 September. Two shiny "space ships", indeed two iconic **Airstreams**. These are the vehicles chosen by United Colors of Benetton to bring the Ghali experience and the new capsule collection created by the artist around Italy. The tour will stop in the **provinces of Milan (1/10), Verona (3/10), Livorno (5/10), Arezzo (7/10), Naples (9/10), Bari (11/10) and Lecce (13/10)**.

The travel trailers, customised with symbols that evoke both the Benetton brand and the artist's universe, will stop in the outskirts of the cities, places particularly dear to Ghali, who grew up in **Baggio**, the neighbourhood of the Milanese hinterland from which the tour will start.

UNITED COLORS
OF BENETTON.

Fans will be welcomed by the **Mushroom**, the tour's mascot, who will accompany Ghali on his trip. Each of the two Airstreams has its own task: the first will be dedicated to the capsule collection; the second to meeting the artist.

Inside the first travel trailer, visitors will be able to see, touch and buy the garments from the collection, a series of street wear pieces with an oversized cut and a relaxed fit that make unusual use of the classic Benetton colours. In the second caravan, fans will be able to meet Ghali and his crew, take pictures and collect autographs, and share a unique and special atmosphere composed of music, chill out vibes and video games.

Ghali's tour also announces the collection's arrival **online and in selected United Colors of Benetton stores, starting 30 September**. Fans who have purchased an item from the collection and wear it during one of the stops of the tour could be among the first to meet the artist.

"United Colors of Ghali is for all ages. From newborns to older siblings to parents, it's as cross-cutting as the music we produce," Ghali wrote on his Instagram profile. The capsule collection was presented to the press and the public on 21 September, on the occasion of Fashion Week, with a party at Palazzo del Senato in Milan, which attracted over 700 guests, piqued the interest of the press and social media, and featured performances by DJ Vladimir Cauchemar, rapper Laylow and DJ Peppe Amore.

Each stage of the tour, which will last from 1 to 13 October, will be promoted through photos and videos on the social channels of Ghali and United Colors of Benetton.

1 October 2021; 14:00 – 19:00
Milan - Baggio, Piazza Anita Garibaldi

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