UNITED COLORS
OF BENETTON.

LET'S SURF THE COLOR WAVE

United Colors of Benetton, under the artistic direction of Jean-Charles de Castelbajac, opens Milan Fashion Week with a poolside fashion show

Color Wave is the second fashion show by the historic Treviso brand. United Colors of Benetton, under the artistic direction of Jean-Charles de Castelbajac, offers a Spring/Summer 2020 fashion show inspired entirely by the sea. The location is the historic Piscina Cozzi swimming pool, a masterpiece of '30s architecture, the perfect setting for conveying the French designer's message: "Dive into fashion week with Benetton and enjoy the final days of summer, *à la piscine*".

The sea, water, and sailing are the timeless themes of the United Colors of Benetton style, interpreted here as a metaphor for a voyage among the most beautiful and characteristic ports of the Mediterranean, from St. Tropez to Hydra. A palette of pastel hues, pink, lilac and pale blue - "Bajac pastels", as JCDC calls them – is the leitmotif used to create a wardrobe of cult items. A fine *marinière*, a waxed peacoat, a perfect pullover, a chic, dynamic office look, a mix 'n' match unlined men's suit for an easy bon ton style are the key items Benetton offers for a cosmopolitan global public of any age and gender. In addition to the *poudre* hues of the company's historic colour palette, we find every possible shade of blue, from marine blue to fine cobalt and the many *délavé* blues created with natural mineral dyes - all in a homage to The season's must-haves are white sweatshirts and maxi T-shirts printed with images from Oliviero Toscani's advertising campaigns. "I wanted to create an exhibition in motion, to show even the younger crowd the revolutionary nature of Oliviero's work, which is part of the brand's heritage", explains JCDC.

Popeye the Sailor Man also makes an appearance in the collection, serving as a "green" ambassador, putting his famous strength to work to protect the oceans. His image appears on T-shirts, dresses and sweatshirts in a variety of digital prints: sustainability is a very important issue for Benetton, whose research laboratories have developed natural, non-toxic dyes and innovative products made of ecological materials, such as a trench coat made of paper and recycled fibres.

In a world of short-lived trends, UCB offers a unique vision of well-made fashions designed for everyone. Drop anchor in a port of health and beauty, dive into a world of zest and dynamism, find a safe haven in timeless style: let's all go for a dip in Benetton's **Color Wave** pool before the autumn begins and our sailor's tan begins to fade!