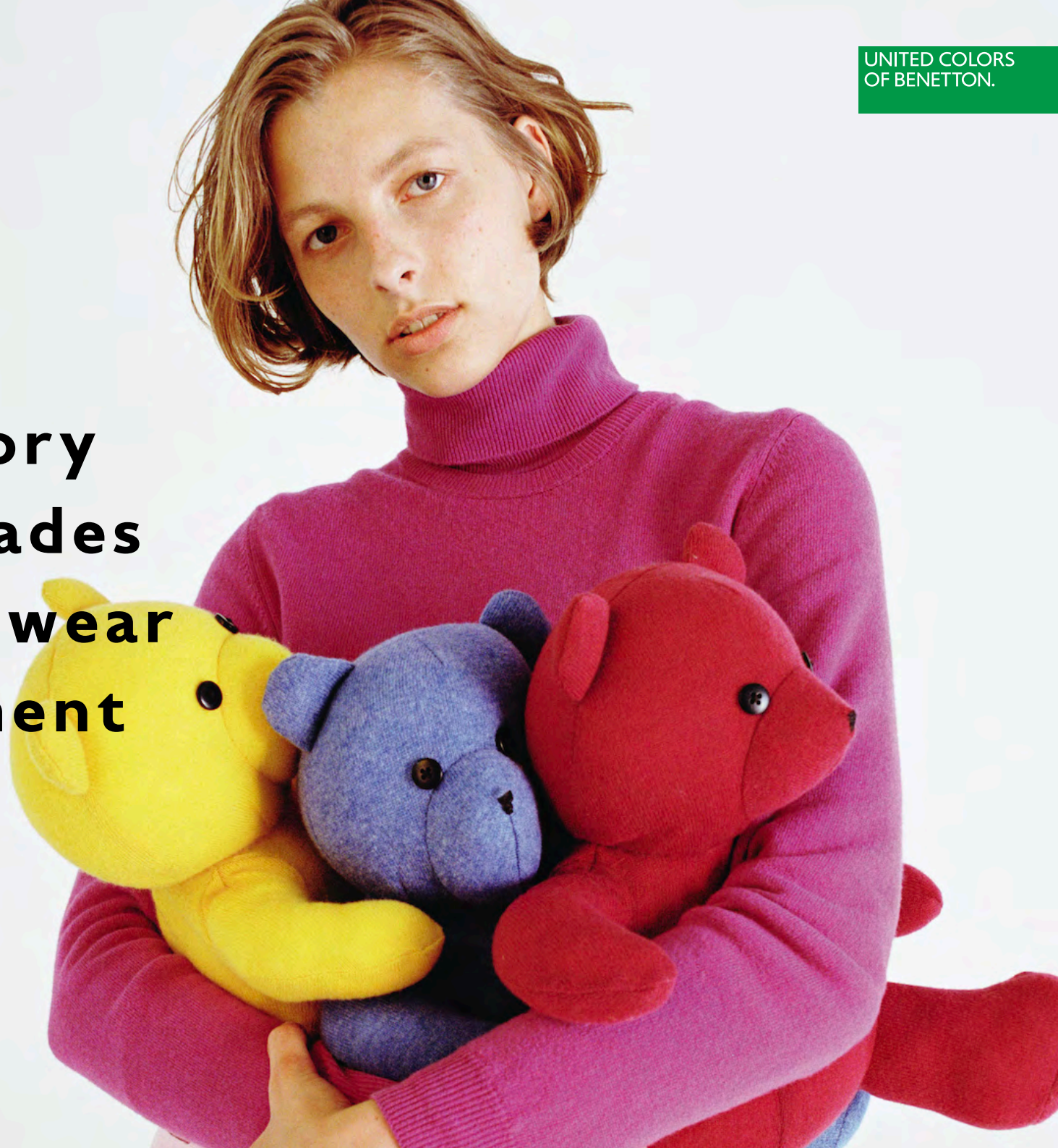


A photograph of four models against a plain white background. From left to right: a woman in a yellow knit beanie and yellow sweater; a man with a large afro in a green sweater holding a green teddy bear; a woman in a pink turtleneck sweater with her arm around the man's shoulder; and a woman in a blue knit beanie and blue sweater holding a yellow teddy bear. The text 'August Optical 2020' is overlaid in white on the man's green sweater.

August Optical 2020

UNITED COLORS
OF BENETTON.

**A brand history
based on decades
of color, knitwear
and commitment**



Brand essence

Benetton is the Italian casual lifestyle brand rooted in quality **knitwear** inspired by **colors**.

It **celebrates self-expression** by bringing joy into people's lives.



Personality

Benetton is **a universal brand** designed for men, women and children wherever they live, whatever the colour of their skin and whichever language they speak.

JOYFUL

UNIVERSAL

EASY TO WEAR

COLOURFUL

DISRUPTIVE

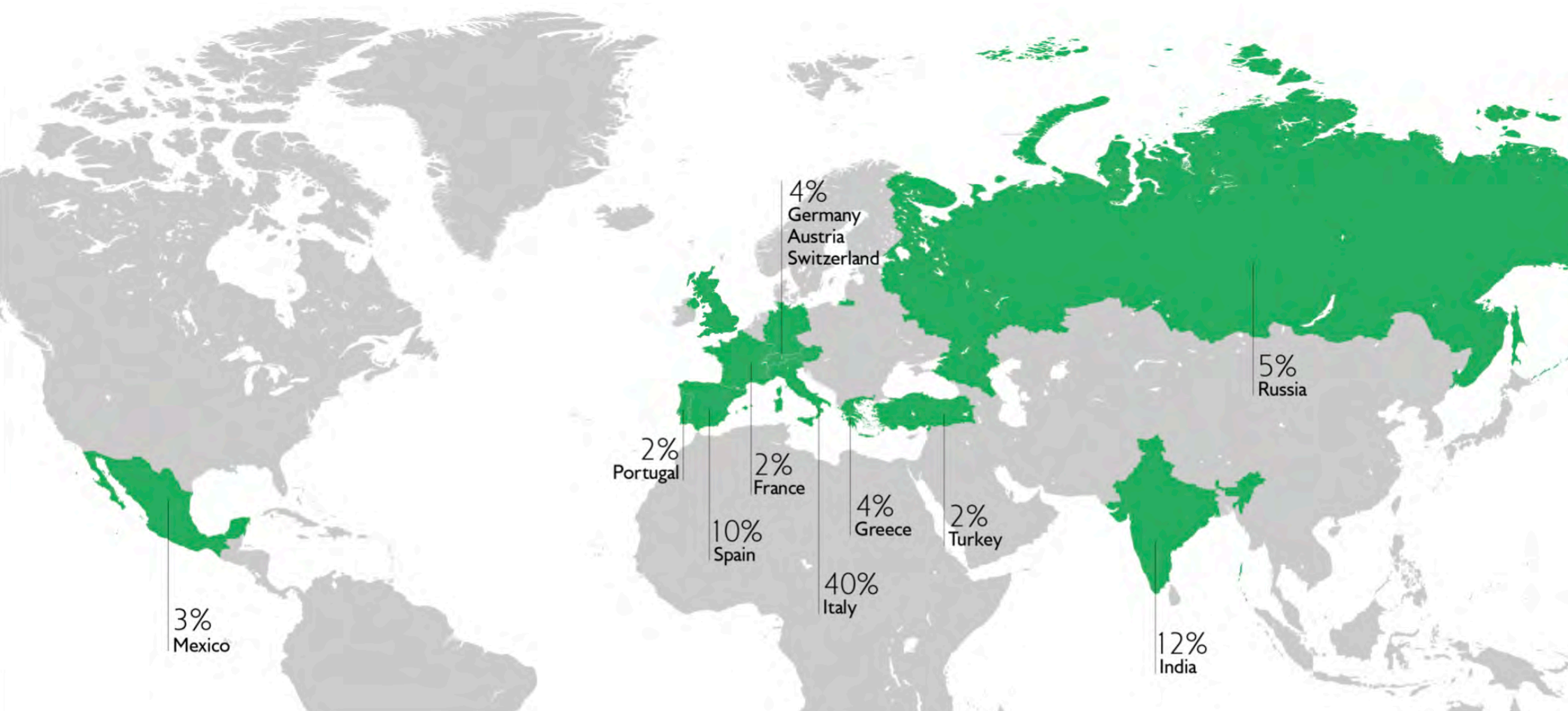
Brand positioning

United Colors of Benetton continues to expand its network, elevating its position through bringing the premium level collections to the most prestigious department stores



Global distribution

Today the Benetton Group is present in the most important markets in the world with a network of over 4,400 stores.



Own stores. Franchising. Independent stores. E-commerce. Outlets



BRAND NEWS

UNITED COLORS
OF BENETTON.

Premium positioning strategy

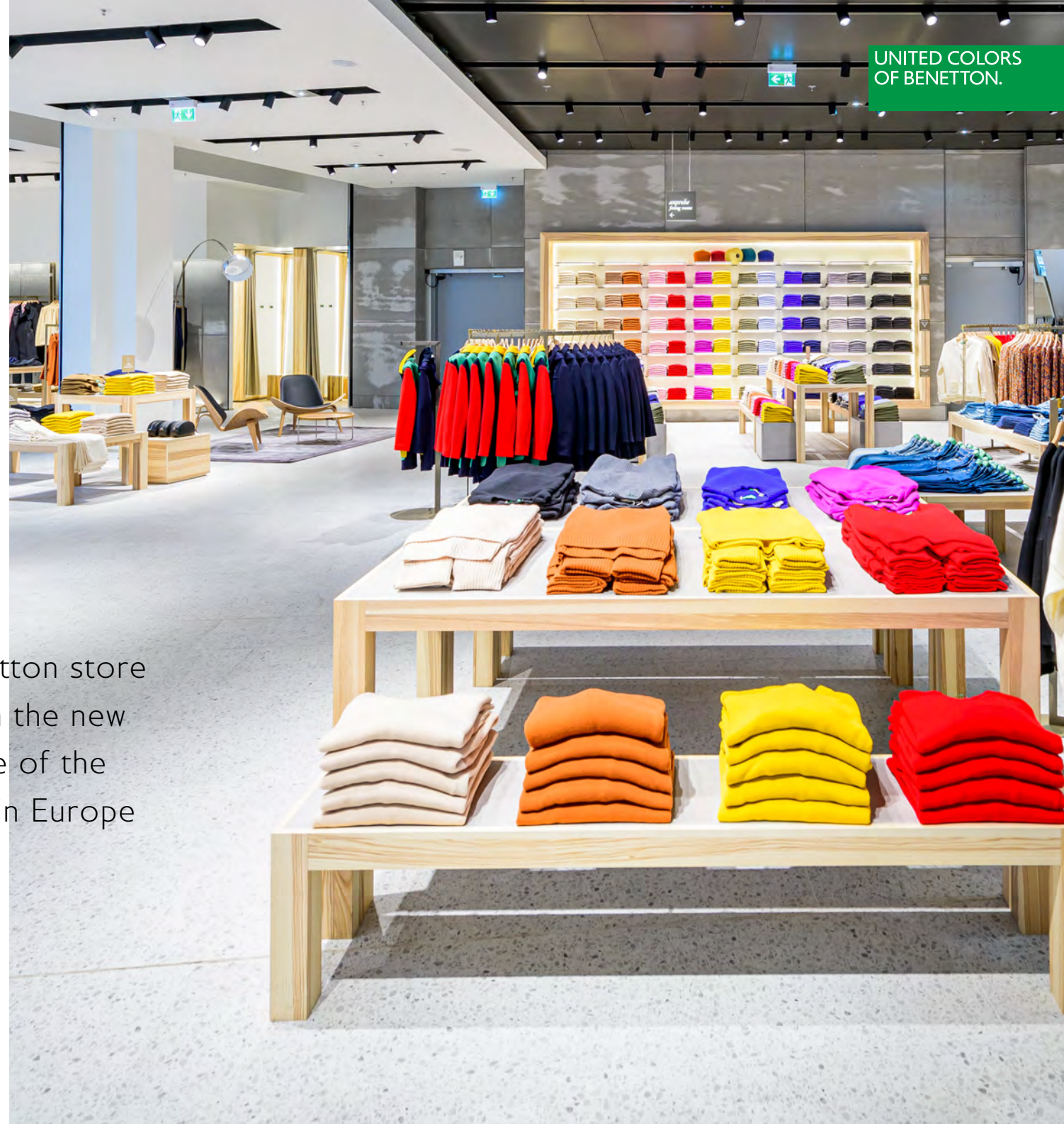
Continuing Benetton's strategic steps
in the **repositioning** the brand in
London and **Paris**.



New store Frankfurt

September 2020

A new United Colors of Benetton store has opened in Frankfurt within the new **Upper Zeil building**, on one of the most important retail streets in Europe



Repositioning Strategy Germany

The goal is to reposition the brand in the German market, focusing on **style, quality, prestigious** commercial locations and integration with digital channels.

Following Hamburg, Frankfurt, Düsseldorf and Bremen another opening is planned for **April 2021 in Stuttgart**, to then continue in other cities.





AW20 CAMPAIGN

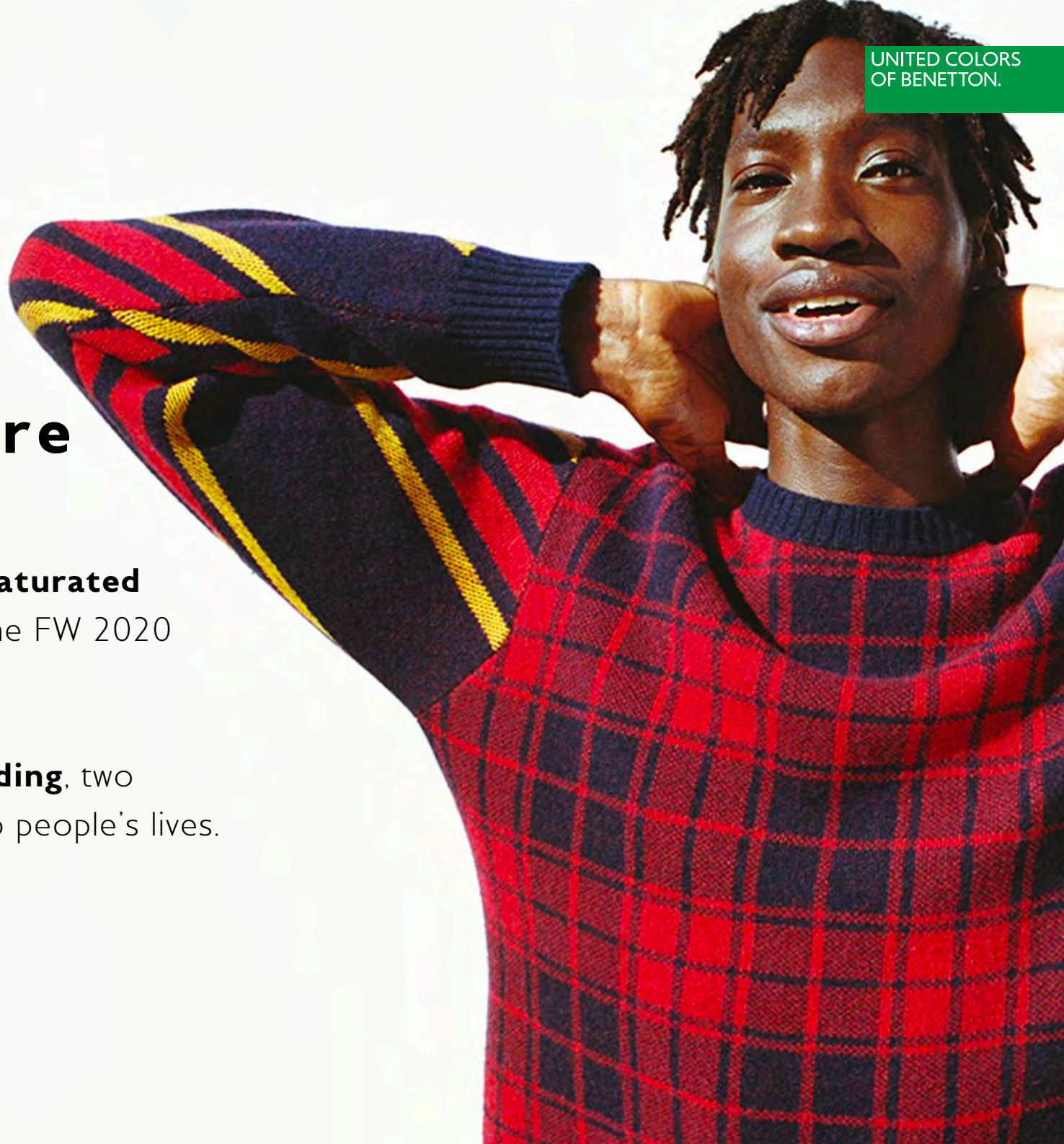
UNITED COLORS
OF BENETTON.

AW20

Blended future

Benetton's signature **strong, saturated colours** are a key feature of the FW 2020 collection.

Celebrating **fluidity and blending**, two founding ideals bringing joy into people's lives.



AW20 Blended future





UNITED COLORS
OF BENETTON.



UNITED COLORS
OF BENETTON.



UNITED COLORS
OF BENETTON.



UNITED COLORS
OF BENETTON.



UNITED COLORS
OF BENETTON.

Benetton



UNITED COLORS
OF BENETTON.



THE EYEWEAR

UNITED COLORS
OF BENETTON.

THE EYEWEAR

Collection objectives

- 01** To translate the values of Benetton in the eyewear.
- 02** To create a global collection.
- 03** To reach a wide customer targets with a good balance of sizes, shapes, materials and colors.
- 04** To create an inclusive collection introducing the same concepts and inspirations across all.



**UNITED
IN
DIVERSITY**



Optical 2020

A collection designed for those who like to be noticed, **for those who dare** to wander between **bold colours** and **minimal lines**, without fear of making a mistake.



THE EYEWEAR

Product hierarchy

Handmade Acetate

- Custom Mazzucchelli acetates
- Two-tone lamination
- Universal fit with adjustable notepads

Elevated Metals

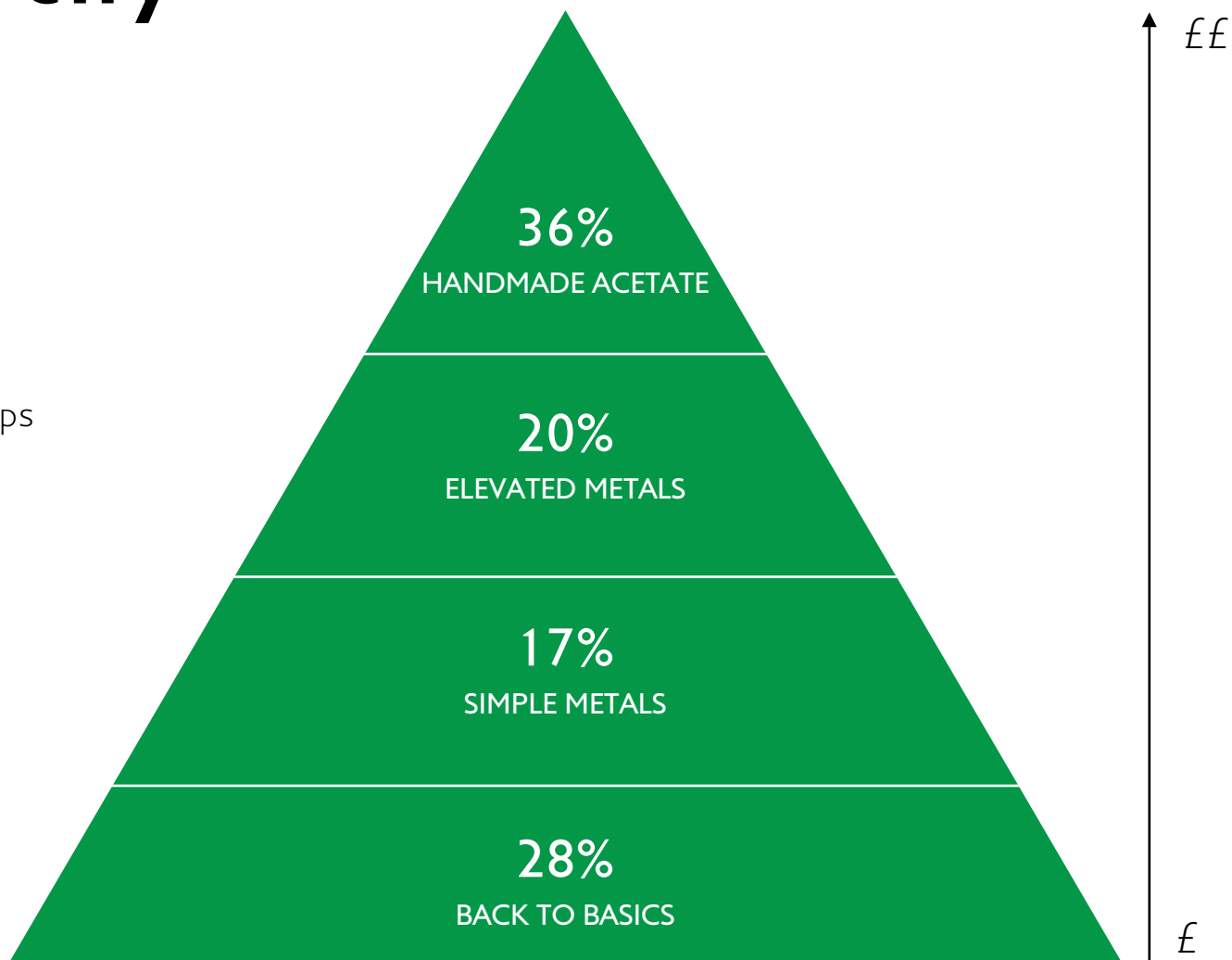
- Custom Mazzucchelli acetate temple tips
- Cast metal temples
- Monoblock flex hinge

Simple Metals

- Matte finish pop colours
- Mono colour temple tips

Back to Basics

- Classic mono colours
- TR90



THE EYEWEAR

Handmade acetates

- **Custom acetate** color palettes were developed with directly with **Mazzucchelli**
- **Handmade** and **hand finished**
- **Two-tone lamination** running along temples and tip accents
- **Rich horn effect** acetates adding depth and style
- **Universal fit** with adjustable nose pads



THE EYEWEAR

Elevated metals

- **Custom acetate** color palettes were developed with directly with **Mazzucchelli**
- Tonal, **two-tone lamination** add the **finishing** touch to **temple tips**
- Cast metal temples with **monoblock flex hinge**
- **Painted front rims** for precision **two tone** metal finishes for contrasting interior and exteriors



THE EYEWEAR

Simple metals

- Modern, **lightweight** metals
- **Matte painted** colour pop finishes
- Simple mono colour temple tips



THE EYEWEAR

Back to basics

- Classic **color blocking** with contrasting front and temples
- **Custom designed TR90** frames featuring **minimalist moulding**
- Double injected **rubberised temple tip** **stitch** logos



THE EYEWEAR

Optical collection overview

40 Models, 3-7 Colours, 205 Skus

HANDMADE ACETATE

13 Models



ELEVATED METAL

7 Models



SIMPLE METAL

7 Models



THE BASICS

13 Models



UNITED COLORS
OF BENETTON.

THE EYEWEAR

HANDMADE ACETATE



Handcrafted in
Mazzucchelli acetates

Crystal laminated temple tips
for the finishing touch



Adjustable nose pads
for a universal fit

Subtle laser engraved logo
for minimalist chic



AUGUST 2020 OPTICAL

MODEL BEO1040

PDM PDM013169

SIZE 50/18-140 B 42

UNITED COLORS
OF BENETTON.



238 Pink



001 Black



151 Brown Horn



247 Pink Horn



609 Navy

AUGUST 2020 OPTICAL

MODEL BEO1041

PDM PDM013138

SIZE 54/17-145 B 41

UNITED COLORS
OF BENETTON.



277 Red



557 Dark Green



656 Navy



856 White



917 Light Grey

UNITED COLORS
OF BENETTON.

THE EYEWEAR

COLOR BLOCK

Stylish, modern front shapes are contrasted with **bright color block** combinations and tonal branding to match.



Easy, everyday eyeshapes
are brought to life in joyful
coloration

Iconic stitch logos in pop
colors finish temple tips



Gloss crystal hues are
combined with contrasting
temples colours

AUGUST 2020 OPTICAL

MODEL BEO1034

PDM PDM015657

SIZE 55/17-140 B 42

UNITED COLORS
OF BENETTON.



817 Crystal



001 Black



161 Dark Brown



622 Bright Blue



AUGUST 2020 OPTICAL

MODEL BEO1035

PDM PDM015658

SIZE 56/17-145 B 40

UNITED COLORS
OF BENETTON.



1 Black



161 Dark Brown



815 White



622 Bright Blue



AUGUST 2020 OPTICAL

MODEL BEO1033

PDM PDM015656

SIZE 54/17-140 B 36

UNITED COLORS
OF BENETTON.



537 Khaki Green



161 Dark Brown



949 Grey



535 Teal



AUGUST 2020 OPTICAL

MODEL BEO1031

PDM PDM015653

SIZE 53/16-135 B 43

UNITED COLORS
OF BENETTON.



238 Red



732 Purple



900 Grey



700 Blackberry



644 Dark Blue

AUGUST 2020 OPTICAL

MODEL BEO1032

PDM PDM015654

SIZE 53/16-135 B 37

UNITED COLORS
OF BENETTON.



644 Dark Blue



238 Red



732 Purple



900 Grey



Matte painted fronts contrasted
with gloss metal temples

Iconic stitch logos in pop
colors finish temple tips

Colour matched
temple branding

Monoblock hinge and
tapered temple design for
lightweight elegance



AUGUST 2020 OPTICAL

MODEL BEO3026

PDM PDM015673

SIZE 52/19-135 B 46

UNITED COLORS
OF BENETTON.



725 Purple



200 Red



686 Blue



002 Black



400 Gold

AUGUST 2020 OPTICAL

MODEL BEO3029

PDM PDM015679

SIZE 54/17-140 B 40

UNITED COLORS
OF BENETTON.



677 Twilight Blue



654 Dark Blue



002 Black



229 Dark Burgundy



400 Gold

THE EYEWEAR

COLOR CLASSICS

Frames are given a **classic twist** with crystal clear hues and **tonal palette** to **essential eyeshapes**.



AUGUST 2020 OPTICAL

MODEL BEO1036

PDM PDM015659

SIZE 50/19-135 B 42

UNITED COLORS
OF BENETTON.



951 Grey



650 Dark Blue



132 Beige



256 Raspberry Red



141 Brown

AUGUST 2020 OPTICAL

MODEL BEO1037

PDM PDM015660

SIZE 50/19-140 B 41

UNITED COLORS
OF BENETTON.



650 Dark Blue



141 Brown



951 Grey



534 Green



AUGUST 2020 OPTICAL

MODEL BEO3027

PDM PDM015677

SIZE 53/19-140 B 45

UNITED COLORS
OF BENETTON.



686 Blue



400 Gold



002 Black



235 Red



AUGUST 2020 OPTICAL

MODEL BEO3028

PDM PDM015678

SIZE 55/19-145 B 46

UNITED COLORS
OF BENETTON.



235 Red



400 Gold



566 Teal



002 Black



AUGUST 2020 OPTICAL

MODEL BEO3023

PDM PDM015670

SIZE 52/18-135 B 40

UNITED COLORS
OF BENETTON.



400 Gold



002 Black



205 Pink



686 Blue



526 Mint Green

AUGUST 2020 OPTICAL

MODEL BEO3024

PDM PDM015671

SIZE 50/19-135 B 42

UNITED COLORS
OF BENETTON.



205 Pink



400 Gold



002 Black



526 Mint Green



686 Blue

AUGUST 2020 OPTICAL

MODEL BEO3025

PDM PDM015672

SIZE 50/21-135 B 45

UNITED COLORS
OF BENETTON.



002 Black



400 Gold



526 Mint Green



686 Blue



205 Pink



725 Purple



Kids optical 2020



KID'S JANUARY 19 OPT OVERVIEW 4 MODELS 4 COLOURS 16 SKUS



BEKO2000 (PDM013152)



BEKO2001 (PDM013186)



BEKO4000 (PDM013157)



BEKO4001 (PDM013186)



BEKO2003 (PDM013178)



BEKO2002 (PDM013150)

KIDS OPTICAL 2020 OVERVIEW 5 MODELS 4-5 COLOURS 23 SKUS



BEKO2008 (PDM015661)



BEKO2009 (PDM015662)



BEKO2010 (PDM015663)



BEKO2011 (PDM015664)



BEKO2012 (PDM015665)

KIDS OPTICAL 2020

CODE BEKO2008

PDM PDM015661

SIZE 44/14-120 B 34

UNITED COLORS
OF BENETTON.



235 Gloss Crystal Red



001 Black



524 Gloss Crystal Turquoise



754 Gloss Crystal Purple



246 Gloss Crystal Pink

KIDS OPTICAL 2020

CODE BEKO2009

PDM PDM015662

SIZE 48/15-135 B 36

UNITED COLORS
OF BENETTON.



001 Black



235 Gloss Crystal red



524 Gloss Crystal Turquoise



622 Gloss Crystal Bright Blue



754 Gloss Crystal Purple



KIDS OPTICAL 2020

CODE BEKO2010

PDM PDM015663

SIZE 45/17-125 B 37

UNITED COLORS
OF BENETTON.



161 Gloss Crystal Dark Brown



650 Gloss Crystal Navy



817 Gloss Crystal



246 Gloss Crystal Pink



622 Gloss Crystal Bright Blue



KIDS OPTICAL 2020

CODE BEKO2011

PDM PDM015664

SIZE 48/16-135 B 34

UNITED COLORS
OF BENETTON.



001 Black



650 Gloss Crystal Navy



161 Gloss Crystal Dark Brown



951 Gloss Crystal Grey



KIDS OPTICAL 2020

CODE BEKO2012

PDM PDM015665

SIZE 46/17-130 B 40

UNITED COLORS
OF BENETTON.



534 Gloss Crystal Green



951 Gloss Crystal Grey



650 Gloss Crystal Dark Blue



240 Gloss Crystal Rose



256 Gloss Crystal Raspberry Red





UNITED COLORS
OF BENETTON.