



UNITED COLORS
OF BENETTON.

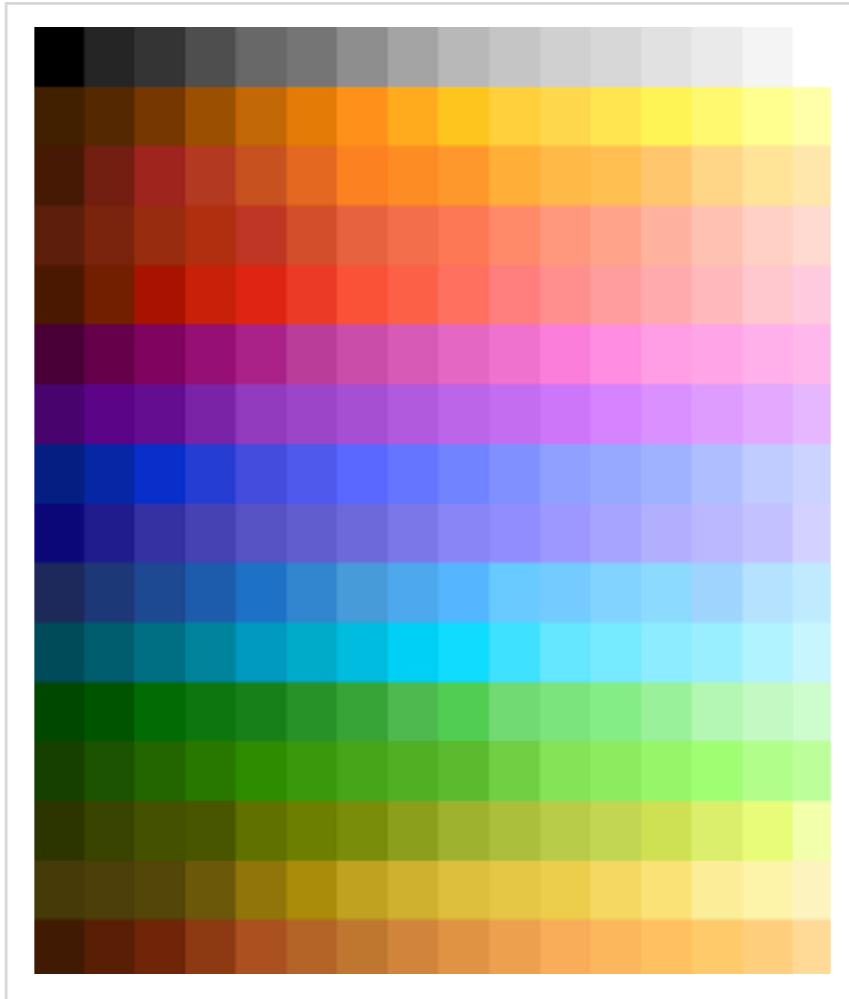


BRAND

Brand:
Key Values



Knitwear



Colour

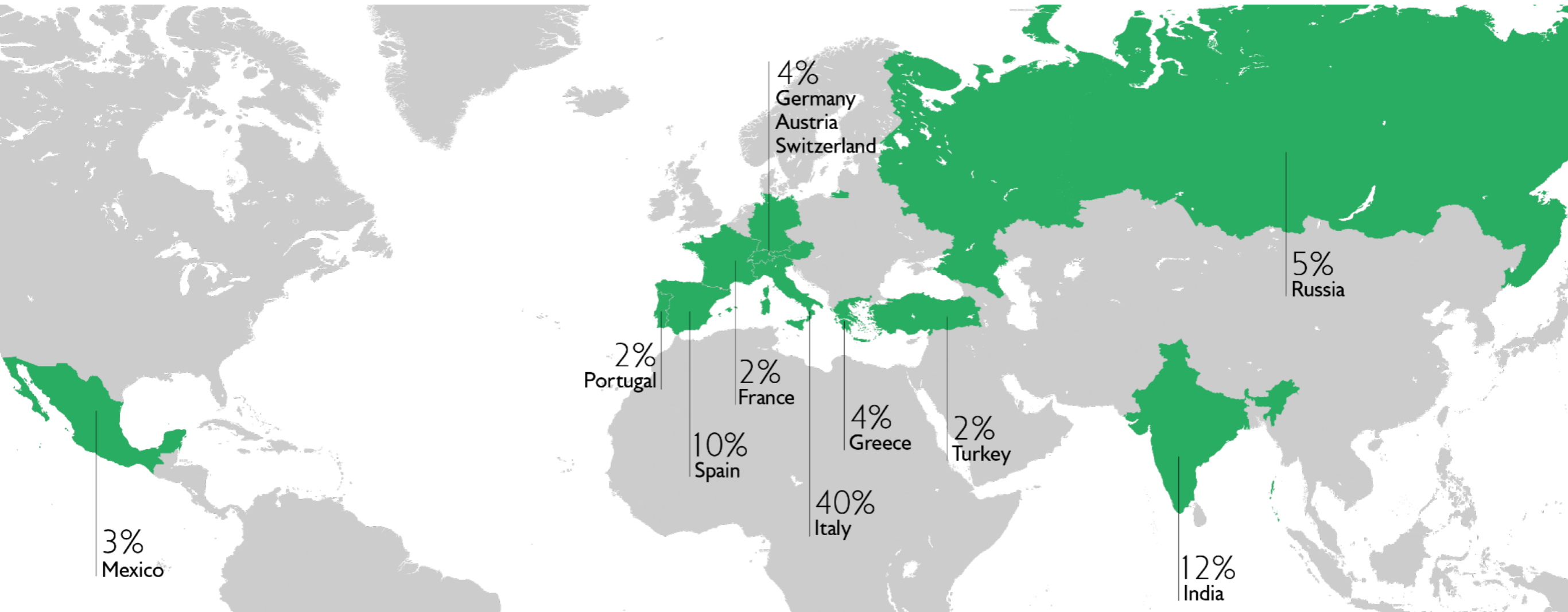


Italian Style

Brand: Global Distribution

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



Today Benetton Group is present in the most important markets in the world with a network of about 5,000 stores. (*2016 sales)



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BRAND CAMPAIGN



BRAND NEWS

Brand News:

Benetton celebrates Earth Day

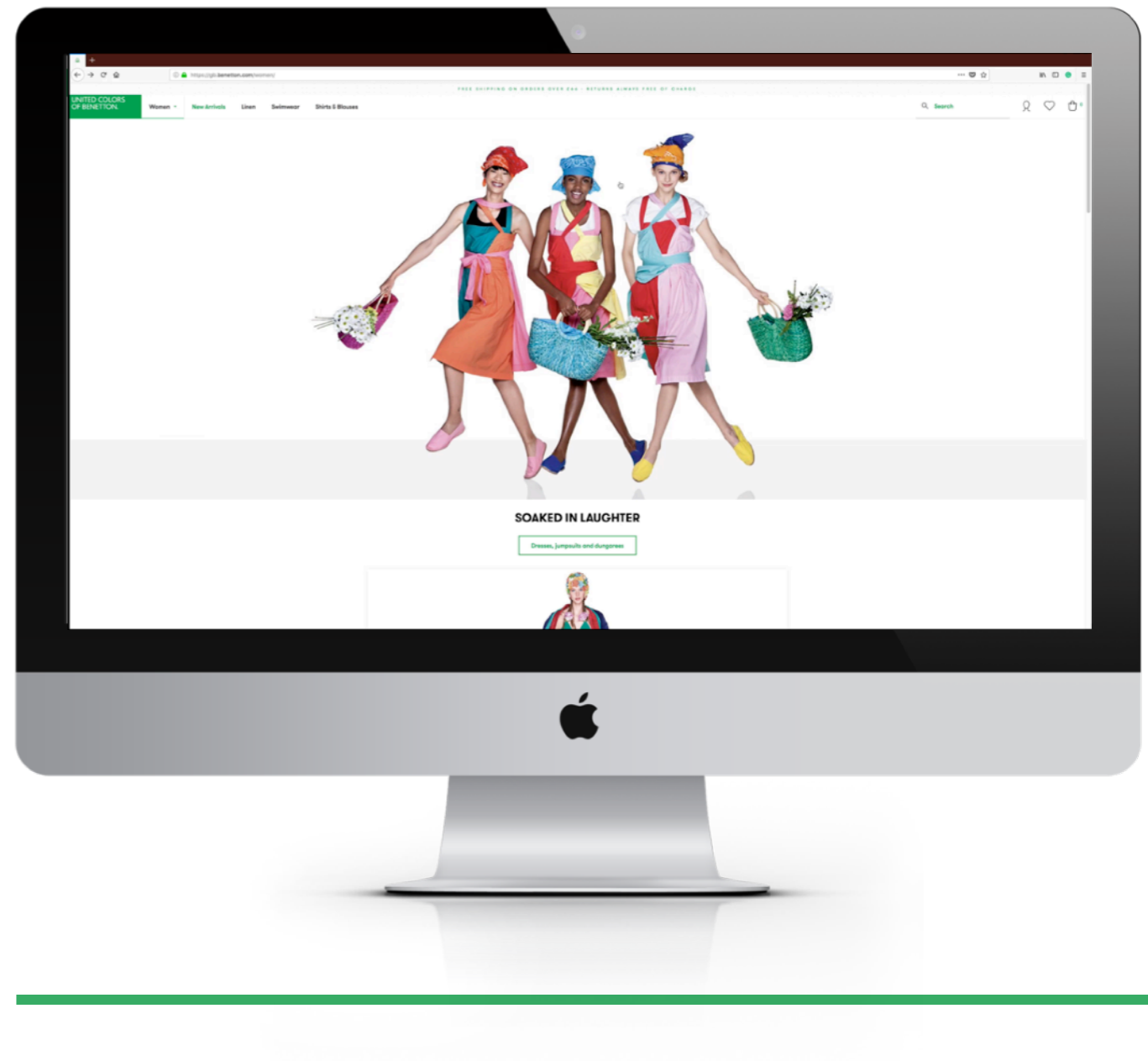
- On April 22 Benetton celebrated Earth Day
- Over one billion people in 192 countries took action.
- Benetton has always been committed to the environment.

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E-commerce development

- E-shop has been reworked to provide an immersive shopping experience.
- The new website is available in 24 countries.



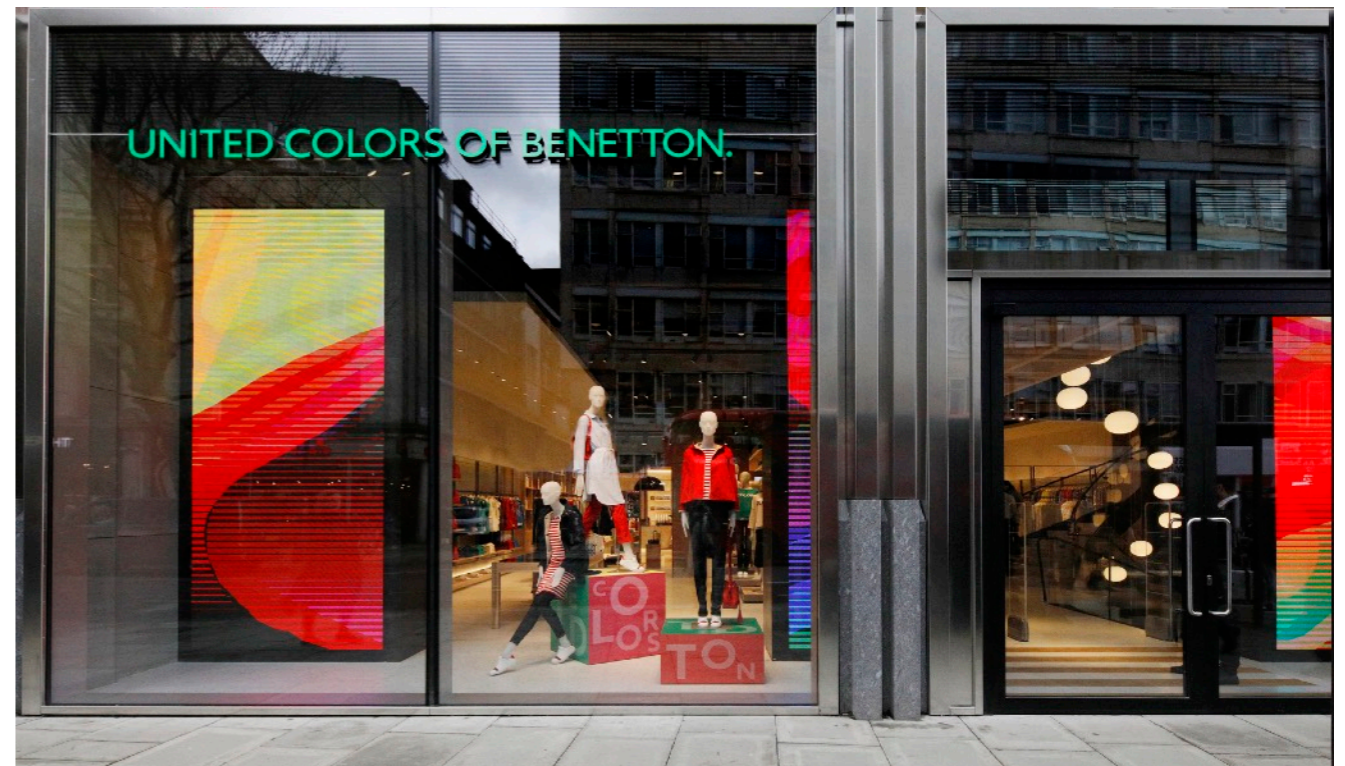
Brand News:

#BENETTONBACKTOLONDON

Flagship store opens in London

- Large LED archways. A lounge area.
- Touchscreen tables with interactive content.
- 1500 m2 dedicated to men's, women's and children's collections.
- The new approach to VM, offers an ultimate brand experience that goes beyond the traditional idea of a shop.

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EYEWEAR SUPPORT

United Colors of Benetton Sun 2019 Collection: Undercolors and Summer Catalogue

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United Colors of Benetton Sun 2019 Collection: Packaging

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SUN 2019

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United Colors of Benetton Sun 2019 Collection: Sun Collection

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Joyful

Universal

For both men and women, the sunglasses are brought to life with the brand's trademark use of color.

Everyday classic eye shapes are infused with a range of 11 hues combined with flash mirror lenses for an additional pop.

Carefully designed to ensure comfort and fit with adjustable temples and nose-pads, made of premium materials that offer comfort and durability.



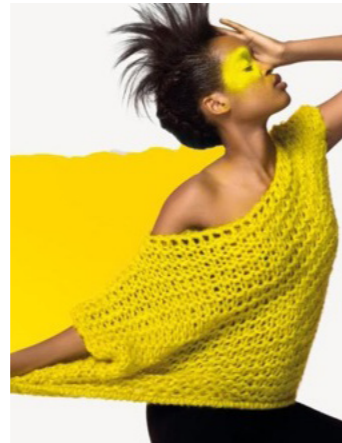
Easy to Wear

Colourful

Disruptive

United Colors of Benetton Sun 2019 Collection: Inspiration

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United Colors of Benetton Sun 2019 Collection:
Design Signatures

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ICONIC COLOR



Bursting in a symphony of color

United Colors of Benetton Sun 2019 Collection:
Design Signatures

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FLASH MIRROR LENSES



Tapping into this season's key trend
with flash mirrored lenses

ADJUSTABLE FITTINGS



Adjustable temples allow frames to
be adapted for the perfect fit

United Colors of Benetton Sun 2019 Collection:
Design Signatures

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TR90

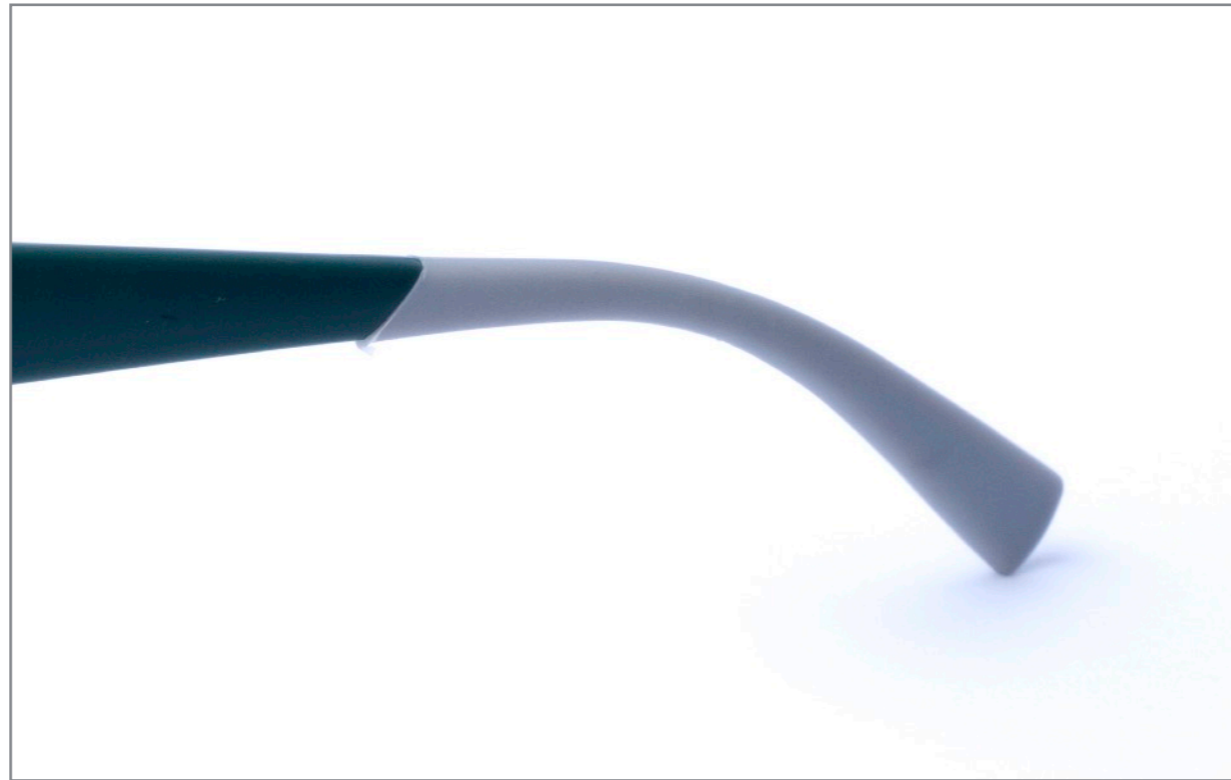


Crafted in premium TR90. Proven to be durable, flexible and lightweight

United Colors of Benetton Sun 2019 Collection:
Design Signatures

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SOFT TOUCH



Soft touch rubber temples for added
comfort and grip

United Colors of Benetton Sun 2019 Collection:
Design Signatures

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ADJUSTABLE NOSE PADS



Adjustable nose pads for added
comfort and grip

United Colors of Benetton Sun 2019 Collection: Design Signatures

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ICONIC COLOR



Bursting in a symphony of color

FLASH MIRROR LENSES



Tapping into this season's key trend with flash mirrored lenses

ADJUSTABLE FITTINGS



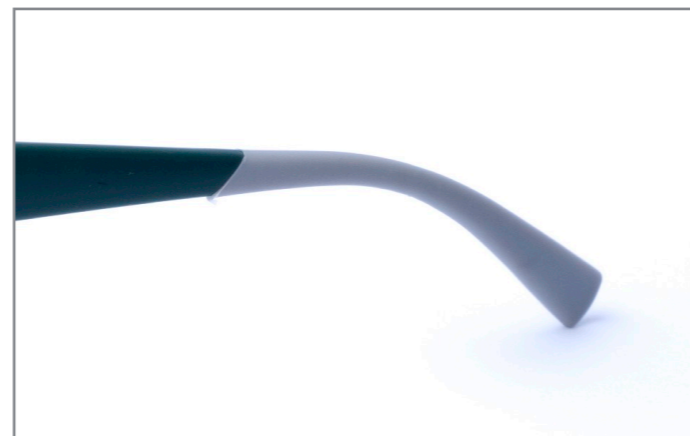
Adjustable temples allow frames to be adapted for the perfect fit

TR90



Crafted in premium TR90. Proven to be durable, flexible and lightweight

SOFT TOUCH



Soft touch rubber temples for added comfort and grip

ADJUSTABLE NOSE PADS



Adjustable nose pads for added comfort and grip

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S U N 2 0 1 9



BE5003 (PDM011308)



BE5006 (PDM011312)



BE5007 (PDM011300)



BE5008 (PDM011301)



BE5009 (PDM011302)



BE5010 (PDM011303)



BE5011 (PDM011304)



BE5012 (PDM011307)



BE5013 (PDM011309)

MODEL 2
PDM011308

UNITED COLORS
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CODE BE5003 SIZE 58/13-145 B 48 COLOUR 112 TORTOISE

MODEL 2
PDM011308

UNITED COLORS
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001 BLACK



112 TORTOISE



802 CRYSTAL

CODE BE5003 SIZE 58/13-145 B 48

MODEL 1
PDM011312

UNITED COLORS
OF BENETTON.



CODE BE5006 SIZE 5 1/2 1-145 B 41 COLOUR 078 WHITE

MODEL 1
PDM011312

UNITED COLORS
OF BENETTON.



078 WHITE



112 TORTOISE



921 DARK GREY

CODE BE5006 SIZE 50/21-145 B 41

MODEL 3
PDM011300

UNITED COLORS
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CODE BE5007 SIZE 56/17-145 B 49 COLOUR 202 RED

MODEL 3
PDM011300

UNITED COLORS
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112 TORTOISE



202 RED



203 PINK



606 SKY BLUE



802 CRYSTAL



921 DARK GREY



001 BLACK

CODE BE5007 SIZE 56/17-145 B 49

MODEL 4
PDM011301

UNITED COLORS
OF BENETTON.



CODE BE5008 SIZE 53/20-145 B 46 COLOUR 203 PINK

MODEL 4
PDM011301

UNITED COLORS
OF BENETTON.



112 TORTOISE



202 RED



203 PINK



500 GREEN



603 NAVY



606 SKY BLUE



910 GREY



921 DARK GREY

CODE BE5008 SIZE 53/20-145 B 46

MODEL 5
PDM011302

UNITED COLORS
OF BENETTON.



CODE BE5009 SIZE 52/20-145 B 47 COLOUR 802 CRYSTAL

MODEL 5
PDM011302

UNITED COLORS
OF BENETTON.



112 TORTOISE



203 PINK



603 NAVY



606 SKY BLUE



802 CRYSTAL



910 GREY



921 DARK GREY



001 BLACK

CODE BE5009 SIZE 52/20-145 B 47

MODEL 6
PDM011303

UNITED COLORS
OF BENETTON.



CODE BE5010 SIZE 57/21-145 B 52 COLOUR 606 SKY BLUE

MODEL 6
PDM011303

UNITED COLORS
OF BENETTON.



001 BLACK



112 TORTOISE



203 PINK



606 SKY BLUE



802 CRYSTAL



921 DARK GREY

CODE BE5010 SIZE 57/21-145 B 52

MODEL 7
PDM011304

UNITED COLORS
OF BENETTON.



CODE BE5011 SIZE 55/18-145 B 47 COLOUR 921 DARK GREY

MODEL 7
PDM011304

UNITED COLORS
OF BENETTON.



112 TORTOISE



202 RED



203 PINK



603 NAVY



606 SKY BLUE



802 CRYSTAL



910 GREY



921 DARK GREY



001 BLACK

CODE BE5011 SIZE 55/18-145 B 47

MODEL 8
PDM011307

UNITED COLORS
OF BENETTON.



CODE BE5012 SIZE 53/17-145 B 44 COLOUR 606 SKY BLUE

MODEL 8
PDM011307

UNITED COLORS
OF BENETTON.



112 TORTOISE



203 PINK



603 NAVY



606 SKY BLUE



802 CRYSTAL



910 GREY



921 DARK GREY



001 BLACK

CODE BE5012 SIZE 53/17-145 B 44

MODEL 9
PDM011309

UNITED COLORS
OF BENETTON.



CODE BE5013 SIZE 56/17-145 B 46 COLOUR 603 NAVY

MODEL 8
PDM011307

UNITED COLORS
OF BENETTON.



112 TORTOISE



203 PINK



603 NAVY



606 SKY BLUE



802 CRYSTAL



910 GREY



921 DARK GREY



001 BLACK

CODE BE5012 SIZE 53/17-145 B 44

THANK YOU



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