



UNITED COLORS
OF BENETTON.

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

**UNITED COLORS
OF BENETTON.**



BRAND

ESSENCE

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

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

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



BRAND

PERSONALITY

It's 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

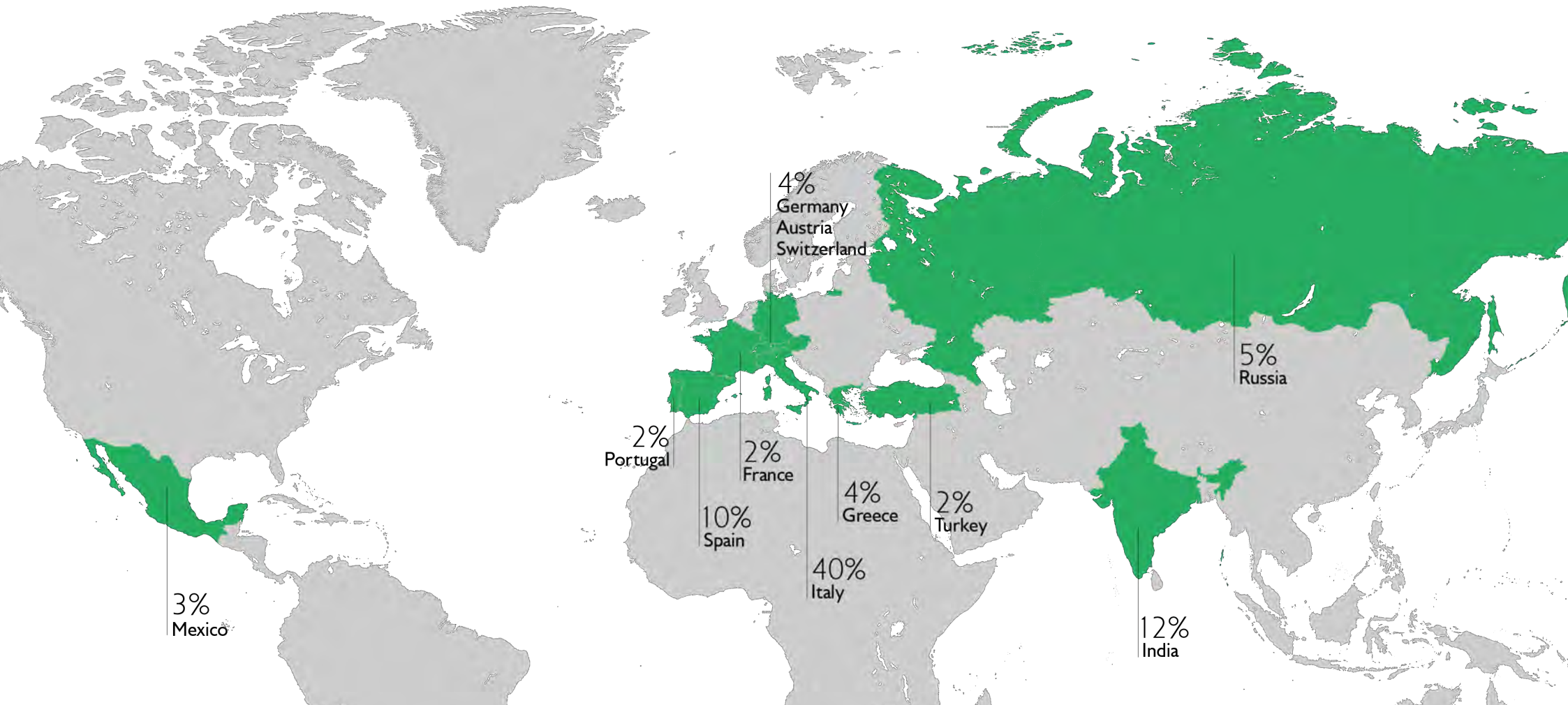
DISRUPTIVE



BRAND

GLOBAL DISTRIBUTION

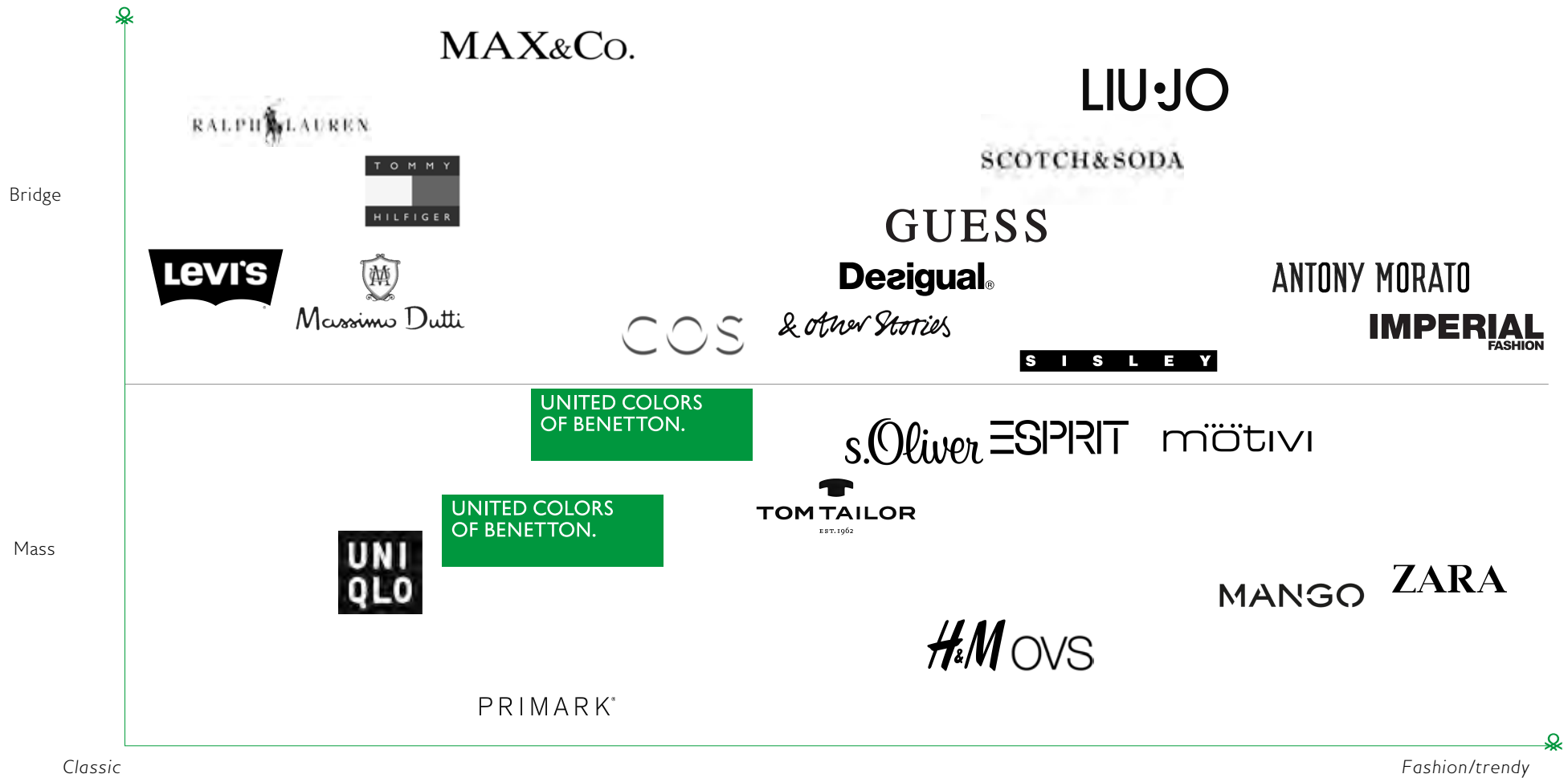
Today Benetton Group is present in the most important markets in the world with a network of about 5,000 stores.



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

BRAND

POSITIONING



BRAND NEWS

“United Colors of Benetton and I have always had a similar take on fashion, characterized by **the passion for knitwear** and **the love of pop** and **rainbow colors.**”

JEAN CHARLES DE CASTELBAJAC



UNITED COLORS
OF BENETTON.

BRAND NEWS

NEW ARTISTIC DIRECTOR

United Colors of Benetton appointed **Jean-Charles de Castelbajac** as **artistic director** in October 2018.

Castelbajac has a long career that spans from **design** to **painting**, from **advertising** to **street art**.



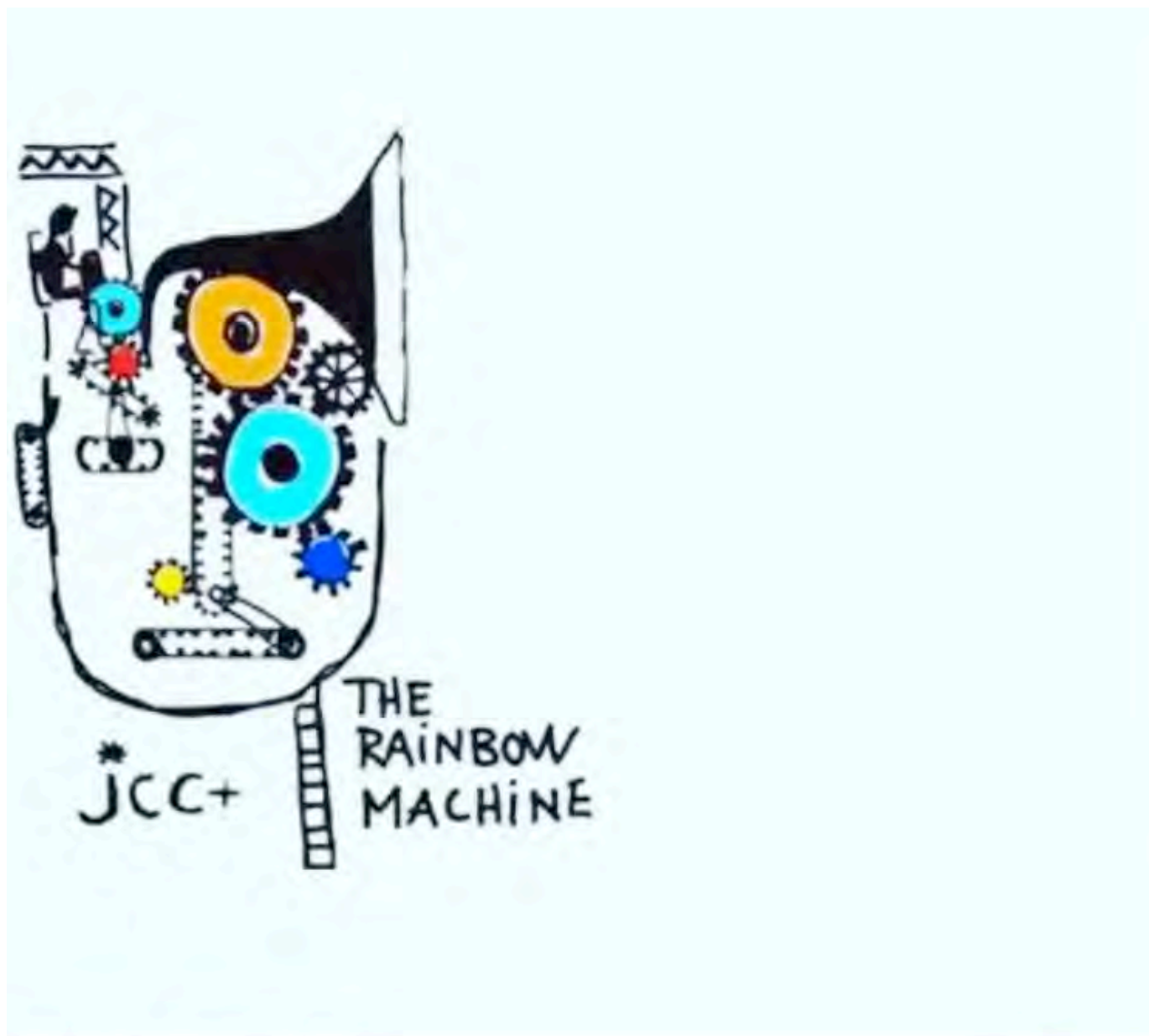


BRAND NEWS

MILAN FASHION WEEK

February 2019

Colors are back at Benetton, which held its first runway show in Milan, designed by Jean-Charles de Castelbajac.







BRAND NEWS

UCB x JCC+

February 2019

United Colors of Benetton launches a **limited edition collection** designed exclusively by it's new Artistic Director Jean Charles De Castelbajac..



UCB x JCC+



BRAND NEWS

SELFRIDGES, LONDON POP-UP

November 2018

The **limited edition capsule collection** inspired by Benetton's iconic and kaleidoscopic eighties style and a knitwear collection "painted" in **109 shades of happiness and colour.**

A second pop up opens in Feb 2019.



BRAND NEWS

UNITED COLORS OF LONDON

High impact Out Of Home campaign for SS18 driving brand awareness and promoting the new London flagship.

Targeted in London's busiest shopping area the campaign was deployed at **Oxford Circus tube station** and in advertising campaigns across **central London Buses**.





UNITED COLORS
OF BENETTON.

89 Oxford Street

UNITED COLORS OF LONDON



THE EYEWEAR

THE EYEWEAR

United Colors of Benetton's new SS19 optical collection explodes in **a symphony of color**.

For both men and women, classic and trendy eye shapes are infused with a range of **rainbow hues** combined subtle accents for an additional pop.

Carefully designed to ensure **comfort** and **fit** with adjustable temples and materials that offer comfort and durability. Finished with adjustable metal nose pads this collection is **inclusive** and will provide a **universal fit** for all.



THE EYEWEAR

CAMPAIGN S/S 2019



UNITED COLORS
OF BENETTON.

THE EYEWEAR

PACKAGING

Cardboard tubes available
in **8 colors** with microfibre
drawstring pouch



THE EYEWEAR

DISPLAY STAND

Clear acrylic **8 piece display**
stand. Completely **flatpack**



THE EYEWEAR

LOGO BLOCK

Environmentally friendly

logo block constructed from
corrugated cardboard



UNITED COLORS
OF BENETTON.

UNITED COLORS
OF BENETTON.

RANGE ARCHITECTURE



THE EYEWEAR

COLLECTION OBJECTIVES

- 01** To translate the values of Benetton in the eyewear.



THE EYEWEAR

COLLECTION OBJECTIVES

- 01** To translate the values of Benetton in the eyewear.
- 02** To create a global collection.



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.



THE EYEWEAR

COLLECTION OBJECTIVES

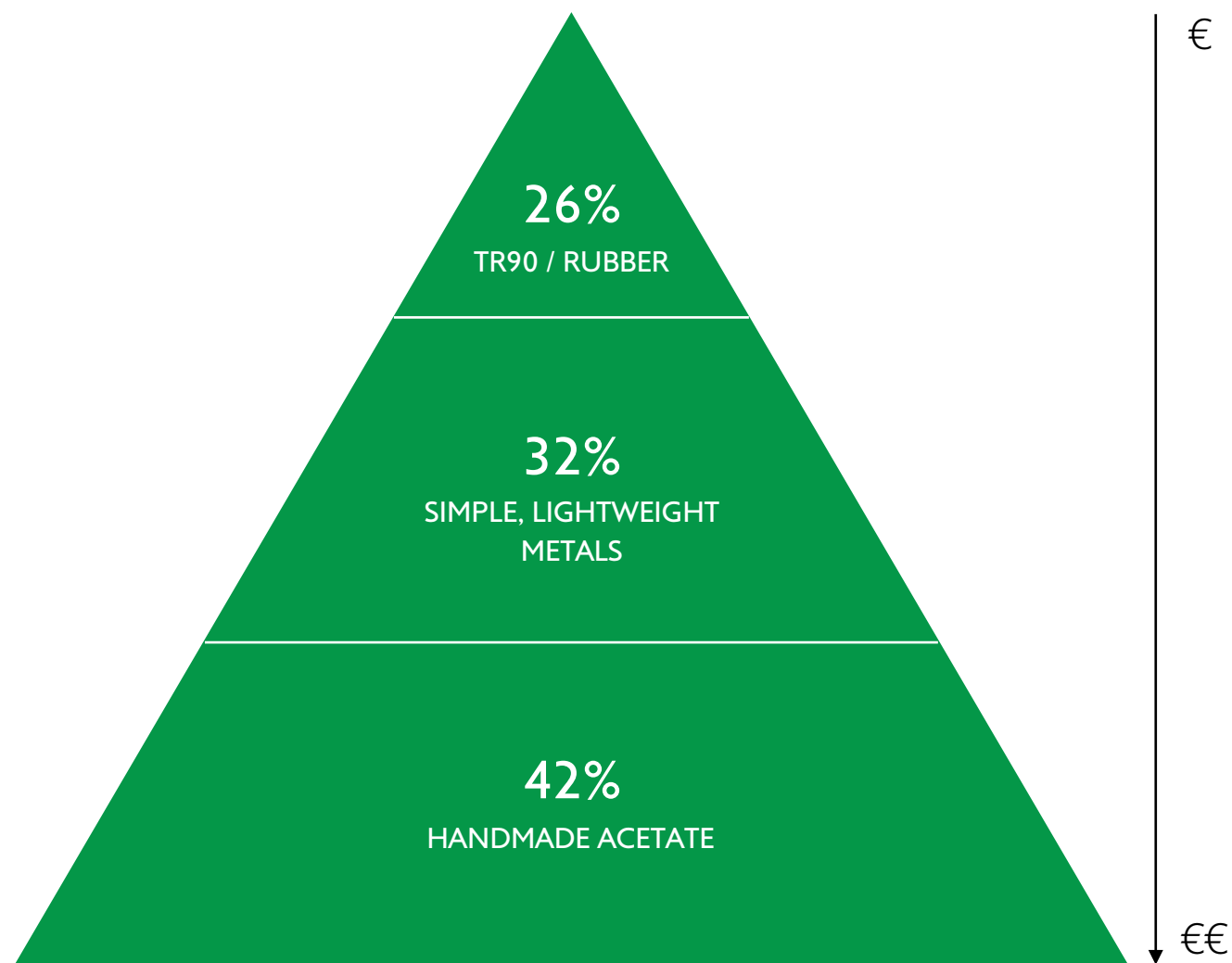
- 01 To translate the values of Benetton in the eyewear.
- 02 To create a global collection.
- 03 To reach a wide customer targets with a good balance of sizes, shapes, materials and colors.
- 04 To create an inclusive collection introducing the same concepts and inspirations across all.



THE EYEWEAR

PRODUCT HIERARCHY

Three tier optical collection



THE EYEWEAR

A SYMPHONY OF COLOR

Frames are infused with a range of **rainbow hues** and subtle accents for an additional **pop of colour**.



THE EYEWEAR

UNIVERSAL FIT

Fully **adjustable temples** and **metal nose pads** ensure a universal fit



THE EYEWEAR

MINIMALIST MOULDING

Custom designed temples
exclusively for Benetton eyewear

Featuring **sculpted lines** and
minimalist moulding



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THE EYEWEAR

SLEEK LAMINATION

Tonal, **two-tone lamination**
underline temples



THE EYEWEAR

SLEEK LAMINATION

Tonal, **two-tone lamination**
underline temples

And add the **finishing** touch to
temple tips



THE EYEWEAR

COLOUR POP

Rubberised and **printed**
temple tip stitch logo in **pop**
colours



DESIGN SIGNATURES

UNIVERSAL FIT



Fully **adjustable temples** and **metal nose pads** ensure a universal fit

A SYMPHONY OF COLOUR



Frames are infused with a range of **rainbow hues** and subtle accents

MINIMALIST MOULDING



Custom designed temples exclusively. Featuring **sculpted lines** and **minimalist moulding**

SLEEK LAMINATION



Tonal, **two-tone lamination** underline temples

SLEEK LAMINATION



Accent colours add the **finishing touch** to **temple tips**

COLOUR POP



Rubberised and **printed** temple tip stitch logo in **pop colours**

JANUARY WOMEN'S OVERVIEW 6 MODELS 3-4 COLOURS 23 SKUS



BEO1003 (PDM013164)



BEO1004 (PDM013165)



BEO1005 (PDM013166)



BEO3003 (PDM013173)



BEO3004 (PDM013175)



BEO3005 (PDM013177)

THE EYEWEAR

APRIL WOMEN'S OVERVIEW 9 MODELS 1-4 COLOURS 25 SKUS

NEW



PDM013158



PDM013159



PDM013162



PDM013171

APRIL COLOUR REFRESH



BEO1003 (PDM013164)



BEO1004 (PDM013165)



BEO1005 (PDM013166)



BEO3004 (PDM013175)



BEO3005 (PDM013177)

THE EYEWEAR

UNITED COLORS
OF BENETTON.

MEN'S JANUARY OVERVIEW 6 MODELS 3-5 COLOURS 22 SKUS



BEO1000 (PDM013134)



BEO1001 (PDM013137)



BEO1002 (PDM013140)



BEO3000 (PDM013143)



BEO3001 (PDM013144)



BEO3002 (PDM013147)

THE EYEWEAR

APRIL MEN'S OVERVIEW 8 MODELS 4 COLOURS 22 SKUS

NEW



PDM013128



PDM013129



PDM013133



PDM013141

APRIL COLOUR REFRESH



BEO1002 (PDM013140)



BEO1001 (PDM013137)



BEO3000 (PDM013143)



BEO3002 (PDM013147)

THE EYEWEAR

HANDMADE ACETATE



WOMEN - HANDMADE ACETATE

BEO1003

PDM013164

SIZE 54/16-142

A slightly oversized take on a classic eye-shape

Horn effect and solid acetate fronts contrasted with colour pop temples

Duo tonal lamination runs along the top of temple tips



948 Grey/Blue Horn



247 Pink Horn



746 Purple Horn

APRIL RELEASE - ADDITIONAL COLOURS



001 Black



151 Brown Horn



609 Navy

WOMEN - HANDMADE ACETATE

BEO1004
PDM013165

SIZE 53/17-140

This gentle cat-eye frame is crafted from acetate

Colourful fronts are set off by tonally matched temples

Duo tonal lamination runs along the underside of temples



202 Red Orange



263 Red Pink



609 Navy



688 Teal

APRIL RELEASE - ADDITIONAL COLOURS



001 Black



283 Pink

WOMEN - HANDMADE ACETATE

BEO1005
PDM013166

SIZE 52/16-140

A commercial, easy to wear
shape crafted from acetate

Colourful fronts are set off by
tonally matched temples



609 Navy



202 Red Orange



263 Red Pink



688 Teal

APRIL RELEASE - ADDITIONAL COLOURS



001 Black



151 Brown Horn

WOMEN- HANDMADE ACETATE

BEO1007

PDM013171

SIZE 50/19-145

A classic panto eye-shape, these frames are crafted from acetate

Crystal acetate fronts are complemented by tonally matched temples

Duo tonal lamination runs along the underside of temples



283 Pink



001 Black



151 Brown Horn



609 Navy

MEN - HANDMADE ACETATE

BEO1000
PDM013134

SIZE 58/13-145

This oversized, angular frame is crafted from acetate

Horn effect fronts are contrasted with colour pop temples



652 Navy Horn



151 Honey Horn



155 Brown Horn

MEN - HANDMADE ACETATE

BEO1001
PDM013137

SIZE 54/17-145

Angular frame crafted from crystal acetate

Duo tonal lamination runs along the
underside of temples



856 White



277 Red



526 Khaki



557 Dark Green



656 Navy

APRIL RELEASE - ADDITIONAL COLOUR



653 Blue Grey

MEN - HANDMADE ACETATE

BEO1002
PDM013140

SIZE 52/20-145

Classic, easy to wear eye-shape crafted from acetate

Horn effect fronts are contrasted with colour pop temples



155 Brown Horn



151 Honey Horn



652 Navy Horn

APRIL RELEASE - ADDITIONAL COLOURS



553 Dark Green Horn



554 Green Horn

MEN - HANDMADE ACETATE

BEO1006
PDM013141

SIZE 50/19-145

A classic panto eye-shape, these frames are
crafted from acetate

Duo tonal lamination runs along the underside of
temples



656 Navy



227 Red



557 Dark Green

THE EYEWEAR

MARVELLOUS METALS



WOMEN - MARVELLOUS METALS

BEO3003

PDM013173

SIZE 53/15-135

Modern pilot shape featuring a double bridge

Colourful metal rims are complemented by matching acetate temple tips

Duo tonal lamination runs along the topside of temple tips



206 Burgundy



233 Pink



639 Navy



649 Light Blue

WOMEN - MARVELLOUS METALS

BEO3004

PDM013175

SIZE 51/16-136

A gentle upswept oval eye-shape crafted from stainless steel

Colourful metal rims are complemented by matching acetate temple tips

Duo tonal lamination runs along the topside of temple tips



240 Red



206 Burgundy



639 Navy



667 Teal

APRIL RELEASE - ADDITIONAL COLOUR



223 Pink

WOMEN - MARVELLOUS METALS

BEO3005

PDM013177

SIZE 48/21-138

A modern take on a classic round

Colourful metal rims are complemented
by matching acetate temple tips

Duo tonal lamination runs along the
topside of temple tips



753 Purple



206 Burgundy



233 Pink



649 Light Blue

APRIL RELEASE - ADDITIONAL COLOUR



639 Navy

MEN - MARVELLOUS METALS

BEO3000
PDM013143

SIZE 55/13-140

A modern twist on a classic, rectangular
eyeshape featuring a double bridge

Colourful metal rims are complemented
by matching acetate temple tips

Duo tonal lamination runs along the
topside of temple tips



676 Teal



290 Burgundy



925 Grey

APRIL RELEASE - ADDITIONAL COLOUR



002 Matte Black

MEN - MARVELLOUS METALS

BEO3001
PDM013144

SIZE 54/16-140

A classic, easy to wear eyeshape crafted from stainless steel

Colourful metal rims are complemented by matching acetate temple tips

Duo tonal lamination runs along the topside of temple tips



290 Burgundy



002 Matte Black



676 Teal



925 Grey

MEN - MARVELLOUS METALS

BEO3002
PDM013147

SIZE 50/19-140

A modern take on a classic round

Colourful metal rims are complemented
by matching acetate temple tips

Duo tonal lamination runs along the
topside of temple tips



201 Red



628 Sky Blue



800 White



925 Grey

APRIL RELEASE - ADDITIONAL COLOURS



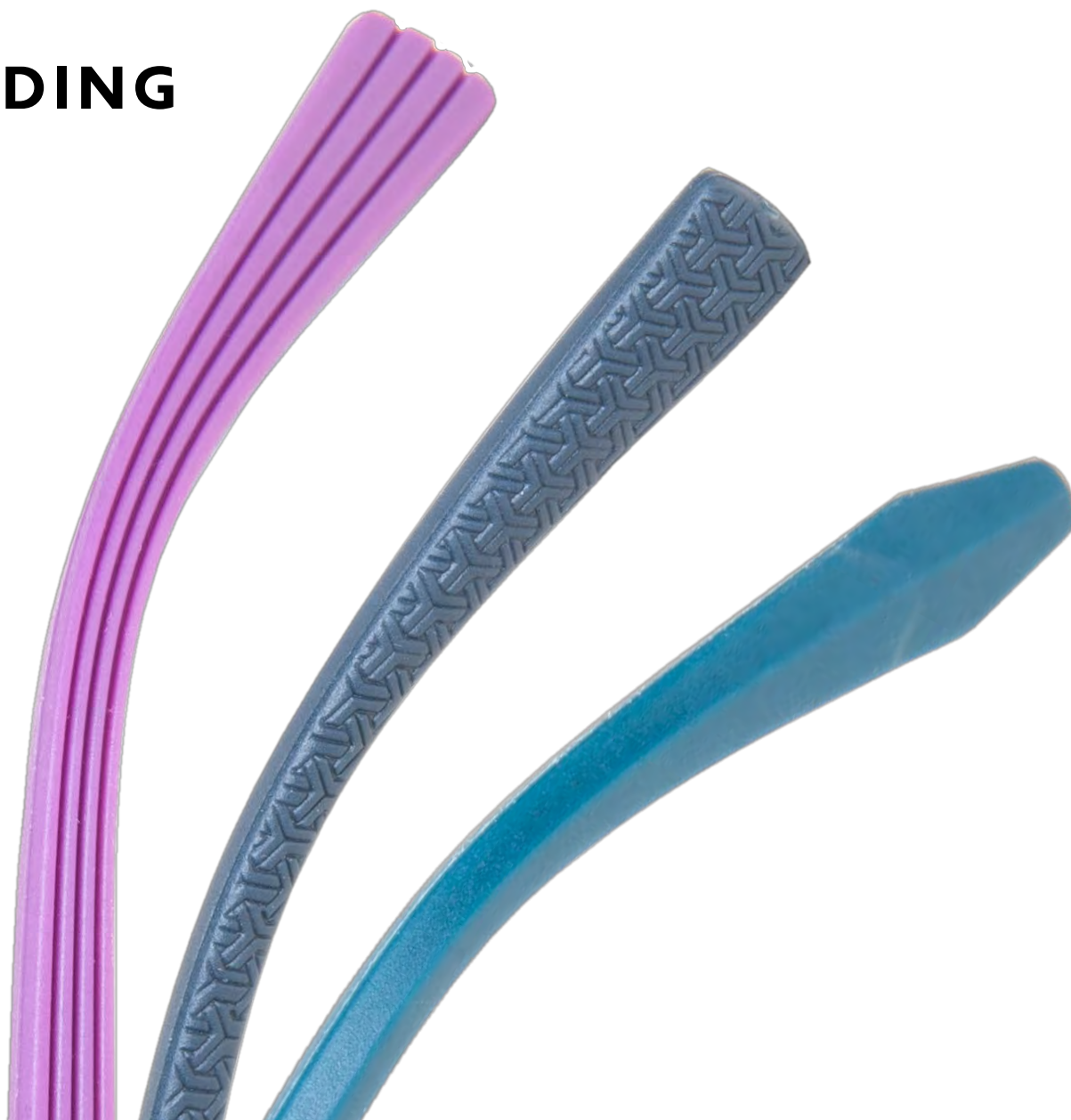
002 Matte Blaxk



667 Navy

THE EYEWEAR

MINIMALIST MOULDING



WOMEN - MINIMALIST MOULDING

BEO1011

PDM013158

SIZE 53/17-140

Classic, and easy to wear eye-shape, this lightweight frame is crafted from TR90

Available in commercial colour options



112 Tortoise



620 Teal



802 Cystal



921 Dark Grey

WOMEN - MINIMALIST MOULDING

BEO1012
PDM013159

SIZE 51/17-140

An off-round eye-shape, this lightweight frame is crafted from TR90

Custom moulded pressed detail adds texture to temples



122 Brown



112 Tortoise



277 Red



921 Dark Grey

WOMEN - MINIMALIST MOULDING

BEO1013

PDM013162

SIZE 50/19-140

Commercial and easy to wear, this lightweight frame is crafted from TR90

Custom moulded pressed detail adds texture to temples



277 Red



112 Tortoise



122 Brown



921 Dark Grey

MEN - SURFACE TEXTURE

BEO1008

PDM013128

SIZE 56/13-145

Oversized, pilot shape crafted from TR90

Features a double bridge

3D texture pattern runs along inner temples



112 Tortoise



001 Black



252 Burgundy



921 Dark Grey

MEN - SURFACE TEXTURE

BEO1009

PDM013129

SIZE 53/18-145

A square eye-shape, these lightweight frames are crafted from TR90

3D texture pattern runs along inner temples



653 Teal



001 Black



112 Tortoise



921 Dark Grey

MEN - MINIMALIST MOULDING

BEO1010

PDM013133

SIZE 51/20-145

A classic panto eye-shape, these lightweight frames are crafted from TR90

Fronts are set off by colour pop temples

Custom moulded temples for added texture



275 Plum



001 Black



112 Tortoise



277 Red

Amends: change temple to dark green

THE EYEWEAR

KIDS OPTICAL 2019



UNITED COLORS
OF BENETTON.



BEKO2000 (PDM013152)



BEKO2001 (PDM013186)



BEKO4000 (PDM013157)



BEKO4001 (PDM013186)

KID'S AUGUST 19 OPT OVERVIEW 2 MODELS 4 COLOURS 8 SKUS



BEKO2003 (PDM013178)



BEKO2002 (PDM013150)



KIDS - HANDMADE ACETATE

BEKO2000
PDM013152

SIZE 46/16-135

A commercial, easy to wear shape crafted from acetate

Duo tonal lamination runs along the underside of temples



277 Red



557 Dark Green



656 Navy



856 White

KIDS - HANDMADE ACETATE

BEKO2001
PDM013186

SIZE 46/17-135

A commercial, easy to wear shape
crafted from acetate

Vibrant front and temple colour
contrasts designed with kids in mind

Duo tonal lamination runs along the
underside of temples



263 Pink



202 Red Orange



609 Navy



688 Teal

KIDS - MARVELLOUS METALS

BEKO4000
PDM013157

SIZE 42/17-130

A playful take on a classic round

Colourful metal rims are complemented
by matching acetate temple tips

Duo tonal lamination runs along the
topside of temple tips



800 White



601 Red



628 Sky Blue



667 Navy

KIDS - MARVELLOUS METALS

BEKO4001
PDM013186

SIZE 45/14-130

A gentle upswept oval eye-shape crafted from stainless steel

Vibrant metal rims are complemented by matching acetate temple tips

Duo tonal lamination runs along the topside of temple tips



667 Teal



233 Pink



240 Red



639 Navy

KIDS- MINIMALIST MOULDING

BEKO2003
PDM013178

SIZE 45/17-135

An off-round eye-shape, this lightweight frame is crafted from TR90

Vibrant front/temple colour variations designed with kids in mind

Custom moulded pressed detail adds texture to temples



277 Red



12 Tortoise



603 Navy



921 Dark Grey

KIDS- MINIMALIST MOULDING

BEKO2002
PDM013150

SIZE 43/18-134

A classic panto eye-shape, this
lightweight frame is crafted from TR90

Vibrant front/temple colour variations
designed with kids in mind

Custom moulded temples for added
texture



603 Navy



001 Black



112 Tortoise



275 Plum

YOUR WORLD MY WORLD
OUR WORLD

JCHV12