

## SUN 20 COLLECTION

A strong spirit of modernity continues for United Colors of Benetton with their second offering of sunglasses for 2020. Paying homage to Jean Charles De Castelbajac's 'Rainbow Machine' show, an appetizing palette of bright, primary colours – yellow, green, red and blue, with touches of black, feature across a spectrum of shapes and sizes making for a confident collection with global unisex appeal.

Reviving a popular retro shape, BE5017 builds on the look and feel of a design that exudes a playful glamour from the golden age of Hollywood. Featuring soft oval lenses, the frame is created in acetate with high gloss on the front and temples. Continuing the infusion of the retro vibes, the standout style is signed off with a brand logo straight from the archive. It comes in pops of primary colours loud and proud along the temples- an instant classic without taking itself too seriously.

Statement style BE7010 is as daring, pretty as it is playful with its heart-shaped front and graduated lenses encased within rose gold metal and painted finished frames. Building on the iconic legacy of the brand, this unconventional shape is a fine example of the sense of humour and attitude that is inseparable from the brand and what it continues to stand for. As with all styles, the nose pads are adjustable and offer a universal fit. The temples extend to double injection moulded tips in complementary hues, with textured grooved detailing in rubber and the original signature logo representing a Benetton stitch on the right end tip. The style is also available in coral red and matte white.

BE5015 is an up-to-date vintage panto shape. It has a flat front and a double bridge with moulded nose pads. This extremely lightweight unisex frame has a sporty aesthetic and the colour options available reflect a youthful energy; dark crystal, navy and grey, or a tort for a slightly more sophisticated look and feel.

Another play on a traditional frame, with its frosted crystal finish, BE5014 has an aviator shape borrowed from the optical collection. Both models debut custom designed rubber temples for Benetton eyewear featuring pressed patterns and minimalist moulding on the inside. As well as helping with grip in addition to the flexible metal nose pads, these geo-textured temples help create an active fit and put forward a new, urban aesthetic.

Modern styles with thoughtful details; welcome to the new era of Benetton. The choice is yours.



BE5017



BE7010



BE5015



BE5014

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