

## ***Different Together, United Colors of Benetton's SS25 campaign***

***The brand ushers its legacy into the future with a series of colorful, optimistic, contemporary images that celebrate individual differences as the essence of being together***

A cheerful, authentic, multi-ethnic cast. Essential and colorful garments. A white limbo embracing. The Spring Summer 25 campaign by United Colors of Benetton is an explicit tribute to the archetypes of the brand's communication.

The photos were taken at the Benetton Studios, the setting for many campaigns which have made the history of advertising. The photographer is Guilherme Vieira, a young creative who honed his skills in the company's research and communication center. The stylist is Anna Carraro, an emerging talent capable of enhancing a genuine cast and a contemporary and normcore style, where fashion becomes an extension of real life.

UNITED COLORS  
OF BENETTON.

The models are a colorful mix of different ages, ethnicities, styles and faces. Together with top model Lea T, here is a group of real people, ambling along the street or along the corridors of the company headquarters in Castrette. The feature uniting them all is their attitude: aware, collaborative, optimistic, sometimes ironic.

*Different Together*, the name of the campaign, recalls a key value of the Benetton culture: a homogeneous and monochromatic world is boring; to move forward together, we need to recognize and celebrate our differences. This is a key concept, even more so in this historical period, characterized as it is by great divisions and widespread intolerance.

With *Different Together*, United Colors of Benetton reflects on its history and looks towards a future in which its essential style and universal values will once again be crucial to decode the world around us.

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