

## **A Summer as World Explorers with United Colors of Benetton**

***From the arcades of Tokyo to the skate parks in Los Angeles, from the beaches of the Mediterranean to the palms of the Pacific. This summer, there's no time to stand still: featuring pastel colors and vibrant shades, the SS 2025 collection by United Colors of Benetton for children has arrived.***

### GIRLS

Origami, cherry blossoms, pastel hues: for girls, spring 2025 has the colors of Tokyo. The style is urban, with versatile pieces like bombers, sweatshirts and parachute and cargo pants, both in solid colors and prints. For the more romantic girls, the style destination is Paris: here the palette is neutral, with touches of yellow and cyclamen. Hearts, appliqués, and ruffled skirts enhance the look.

Another flight, another continent: here we are in Los Angeles. From the streets of Hollywood to the beaches of Santa Monica, the mood is sporty with sweatshirts, t-shirts and skater skirts.

The summer, of course, smells of the sea. The Mediterranean inspires dresses and blouses in poplin cotton, punched denim, and photographic t-shirts, in all the shades of water and sunset skies. The Pacific Ocean, on the other hand, is the perfect inspiration for the peak of the season: the color palette becomes vibrant, with the shades of flowers, leaves and exotic fruits. The fun is in mixing and matching pieces to create slightly crazy looks, with t-shirts featuring large iridescent sequin subjects to pair with treated shorts and light chambray pieces. The all-over prints on fluid viscose enliven dresses, pareo skirts and tops enriched with bead embroidery or fluorescent ribbons.

The linen blend collection, with fresh and breathable garments, is perfect for the hottest days – and the most adventurous explorations. The soft and natural colors range from whites to soft yellows, from sand to blues. For those staying in the city, linen is available in airy dresses, light blouses and shorts with romantic details like embroidery, ruffles and bows. The collection dedicated to ceremonies is even more elegant, with dresses and suits embellished with sequins, lace and pleats.

### BOYS

For boys, the journey of the SS 2025 collection begins in the world of Japanese video games. The style is streetwear, with sweatshirts and t-shirts featuring optical graphics and gaming world mascots, to be worn with sweatpants or cargo pants. Urban inspirations also characterize garments inspired by Los Angeles skateboarders. Sturdy materials and finishes are designed to withstand everything, while graphics, fits and vibrant colors recall graffiti, basketball courts and skate parks.

For the hottest days, there's lots of linen. The style is versatile, covering every need, from ceremonies to days at the beach. Which brings us to summer. Here the wardrobe is characterized by ripstop effect chambray denim garments, worker Bermudas and striped t-shirts with prints and embroidery. From skate to surf in the blink of an eye: the collection inspired by the beaches of the Pacific stands out for its oversized fits and graphics that recall adrenaline-pumping waves. Dyes and washes have a sun-faded look, with fluorescent touches defining graphics and stitching.

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Among t-shirts, tank tops and cargo shorts, there is also the short-sleeved yarn-dyed gauze effect shirt in vibrant colors.

#### INFANTS

The collection inspirations are also available for toddlers, with garments designed to wrap newborns in a hug of comfort and celebrate the joy and liveliness of early childhood.

For little girls, delicate colors and floral atmospheres recall a tender bud that opens to life. The vivacity of small rainbows and marine inspirations adds a touch of brightness to light and luminous pastel shades, which light up for the summer with fluorescent pink, coral and lime.

For little boys, on the other hand, there are baby koalas and little dinosaurs, which – as the summer approaches – give way to little sharks, starfish, palm leaves, and surfer bunnies. The warm season makes the colors vibrate with notes of red and orange.

A natural linen collection is also dedicated to newborns, to accompany their first months of life with a fresh and light fabric that offers maximum comfort and extraordinary breathability to the most delicate skin.