**WE ARE COLORS.**

I’M BLACK. I’M WHITE. I’M YELLOW. I’M RED.

In a world full of prejudice, labels and borders, we choose to celebrate our difference.

To demonstrate that color is not something written on our skin. It’s a state of mind, a feeling. A blend of cultures and ideas. A revolution led by people who want change. And who believe a world filled with color is a better world.

COLORS, the new collection of fragrances by Benetton is derived from the brand’s very DNA: color. The two feminine perfumes, in pink and turquoise, are presented in a campaign that conveys values such as diversity, multiculturalism, beauty, and optimism.

Through its latest launch the Italian brand offers a new way of looking at the world via a diverse, positive palette of colors. A new universe of fragrances for celebrating something that differentiates us - but also brings us together.

**FEMININE, DELICATE, ICONIC**

The two fragrances in Benetton’s new feminine collection are defined by an explosion of color in turquoise and pink. Both bottles are sculpted in smooth, curved lines and culminate in a top with a powerful, iconic design: the shape of the Benetton logo in brilliant metallic gold.

Two original, feminine bottles that transport us to Benetton’s new universe - where color is the protagonist.

**OLFACTORY PYRAMID**

**COLORS PINK**

TOP NOTES

Citrus, Fruity

Bergamot

Mandarin

Passion fruit

HEART NOTES

Floral

Orange blossom

Rose

Jasmine

BOTTOM NOTES

Woody, Amber, Oriental, Musk

Wood

Amber accord

Vanilla

Musk accord

A rich rose accord draws us into the seductive, ultra feminine floral heart of the fragrance, enhanced by a refreshing, colorful top note of Italian citrus and passion fruit for a burst of youth and sparkle.

A sensual, opulent base of creamy vanilla mingles with velvety musk and hypnotic patchouli, revealing the personality of a perfume that invites us to celebrate diversity.

**OLFACTORY PYRAMID**

**COLORS BLUE**

TOP NOTES

Citrus

Bigarade orange

Lemon

Yuzu

HEART NOTES

Floral, Tea

Orange blossom

Freesia

Mate

BOTTOM NOTES

Woody, Oriental, Musk

Cedarwood

Tonka bean

Musk accord

The blue fragrance opens with a sparkling, luminous blend of bigarade orange and youthful yuzu. Feminine neroli and the strong personality of mate instill an elegance heightened by the transparence of freesia.

At the base, clean and sensual, the seductive freshness of tonka bean is suffused with characterful cedar and the smoothness of musk. A fragrance with personality. Completely irresistible.