

UNITED COLORS
OF BENETTON.

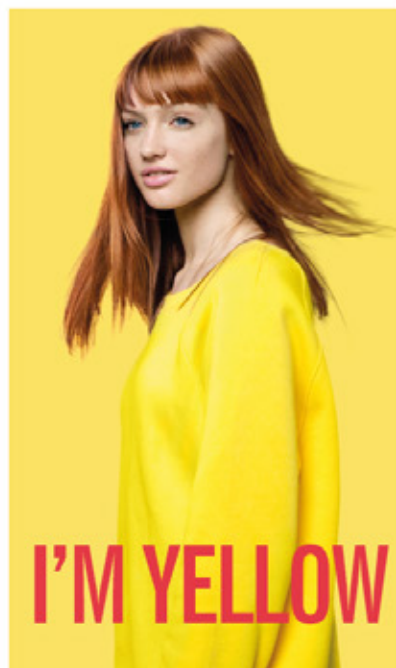


COLORS
DE BENETTON

WE ARE COLORS

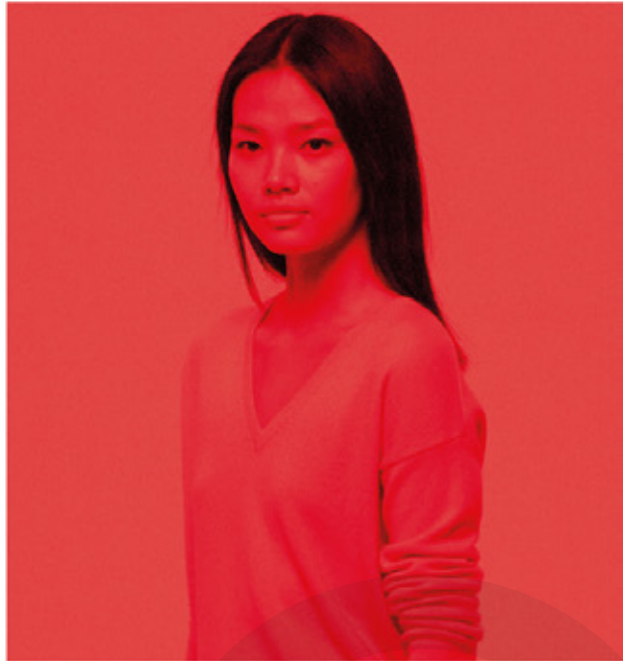
In a world full of prejudice, labels and borders, we choose to celebrate our difference.

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
DE BENETTON

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.

COLORS
DE BENETTON



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.

COLORS
DE BENETTON

OLFACTORY PYRAMID

COLORS PINK

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.



**CITRUS
FRUITY**

TOP NOTES

BERGAMOT
MANDARIN
PASSION FRUIT

HEART NOTES

ORANGE BLOSSOM
ROSE, JASMINE

FLORAL

**WOODY
AMBER
ORIENTAL
MUSK**

BOTTOM NOTES

WOOD
AMBER ACCORD
VANILLA
MUSK ACCORD

COLORS
DE BENETTON

OLFACTORY PYRAMID

COLORS BLUE

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 transparency 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.



CITRUS

TOP NOTES

ORANGE BIGARADE
LEMON, YUZU

HEART NOTES

ORANGE BLOSSOM
FREESIA, MATE

FLORAL TEA

WOODY ORIENTAL MUSK

BOTTOM NOTES

CEDARWOOD
TONKA BEAN
MUSK ACCORD

COLORS
DE BENETTON



COLORS PINK
SENSUAL
FEMININE
AND CHARACTERFUL

COLORS
DE BENETTON



COLORS BLUE
FRESH
SEDUCTIVE
AND WITH PERSONALITY

COLORS
DE BENETTON



UNITED COLORS
OF BENETTON.

I'M WHITE



I'M BLACK



COLORS
DE BENETTON

#WeAreColors

UNITED COLORS
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I'M YELLOW

I'M RED



COLORS
DE BENETTON

#WeAreColors