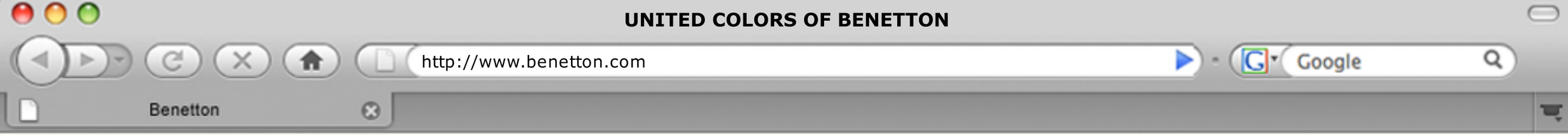

Benetton. United Colors.

For years, The United Colors of Benetton presented themselves as a “globally conscious brand”. Now, to bring them back to relevance, that thought needs to be fully enmeshed in the consumer experience.

We needed a complete rebrand to solidify Benetton as the first name in global fashion, for good. So we applied the idea directly to what it knows best: clothes.

Presenting Benetton. United Colors.

A whole new way to discover fashion, with a rotating clothing series that pairs the raw talents of young designers across the world, with the experience of an established fashion brand.

Heron Mehretab - AD | Jamie McCelland - AD | Kristine Salm - AD | Matt Kappler - CW | Samantha Schneider - GD

UNITED COLORS OF BENETTON

http://www.benetton.com

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BENETTON
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INTRO / VIDEO | FOUNDRIES | BRANDING | IN-STORE | WEBSITE | ADVERTISING

Heron Mehretab - AD | Jamie McCelland - AD | Kristine Salm - AD | Matt Kappler - CW | Samantha Schneider - GD

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The Benetton Foundries are found in 8 major regions in the world. Students accepted here receive a free, world-class education in fashion and clothing design. When a class completes the program, they create an entire line based on their region that runs for one month.

Collections cover the entire Benetton catalogue, from the standard pair of jeans to their own signature collection.

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The Design was created to be a canvas, a stage for our upcoming fashion designers to take in order to present themselves to the world. With it, we keep the focus on the spectrum of cultures captured in the collections

Overview
Typfeaces
Logo
Color Palette
Icons

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PRIMARY	SECONDARY	
Caecilia LT Std Roman	Gotham Narrow Book	Gotham Book
Caecilia LT Std Bold	**Gotham Narrow Medium**	**Gotham Medium**
Caecilia LT Std Heavy	**Gotham Narrow Bold**	**Gotham Bold**

Caecila LT Std has strength and stability, and the ability to stand out among other fonts commonly used in fashion.

Gotham Narrow is similar in formal aspects to the primary typeface, but in a sans serif. The thin weights add sophistication. This font projects simplicity, but is strong enough to stand on its own.

Gotham is equally simple and atypical for fashion, another small way to show how our new approach to design is breaking the mold.

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PRIMARY

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UNDER 40%

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GRAYSCALE

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The Logo represents the cultural pulses of the regions where our foundries live. The fibers move independent of one another, but ultimately weave together.

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PRIMARY

c: 100 m: 97 y: 26 k: 50	c: 100 m: 93 y: 25 k: 0	c: 0 m: 1 y: 1 k: 0

SECONDARY

c: 81 m: 24 y: 68 k: 7	c: 4 m: 25 y: 100 k: 0	c: 95 m: 98 y: 0 k: 0	c: 10 m: 77 y: 86 k: 0
c: 13 m: 99 y: 66 k: 2	c: 82 m: 23 y: 40 k: 2	c: 48 m: 100 y: 36 k: 7	c: 29 m: 9 y: 100 k: 2

The Primary palette's colors all share a bit of red, symbolizing humanity, and provide an overall dominant hue like harmony.

The Secondary palette is made up of a variety of hues, with an underlying red to tie them to the primary. Each represents a different region's Foundry.

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PRIMARY

MIDDLE EAST FOUNDRY · EUROPE FOUNDRY · OCEANIA FOUNDRY · CENTRAL AMERICA FOUNDRY

SOUTH AMERICA FOUNDRY · AFRICA FOUNDRY · ASIA FOUNDRY · NORTH AMERICA FOUNDRY

SECONDARY

SOUTH AMERICA FOUNDRY · EUROPE FOUNDRY · ASIA FOUNDRY · CENTRAL AMERICA FOUNDRY

OCEANIA FOUNDRY · AFRICA FOUNDRY · MIDDLE EAST FOUNDRY · NORTH AMERICA FOUNDRY

Primary Icons are formed from the breakout shapes of our logo. They suggest the threads of the company logo by using its modulated lines.

Secondary Icons are reversed out for quick, color-coded recognition. These are used in places like the booklet where we reference several different foundries.

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The Store Layout is renovated to match the new United Colors philosophy.
The clean, white look creates an inviting atmosphere where the clothes are the focus.

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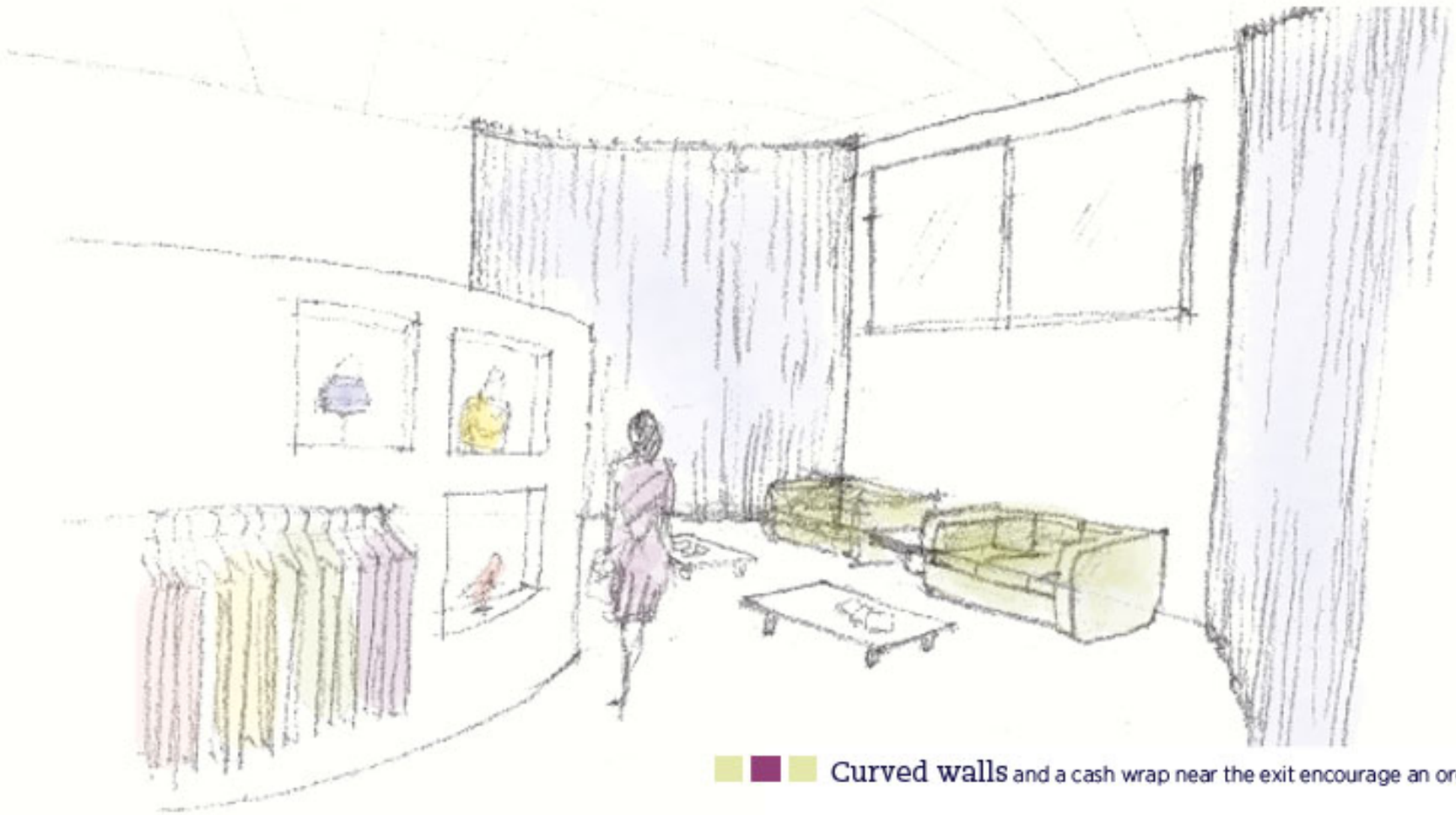

Curved walls and a cash wrap near the exit encourage an organic shopping flow.

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Knee High Tables display items without obstructing the view of others.

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Bags feature the logo embossed on a transparent acetate strip. Blue fabric handles give the bag an unassuming feel.

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Tags include a flap with a quotation from one of the Foundry designers, offering a glimpse into the process. Labels are screenprinted to keep clothes from itching, and carry its Foundry's name and logo.

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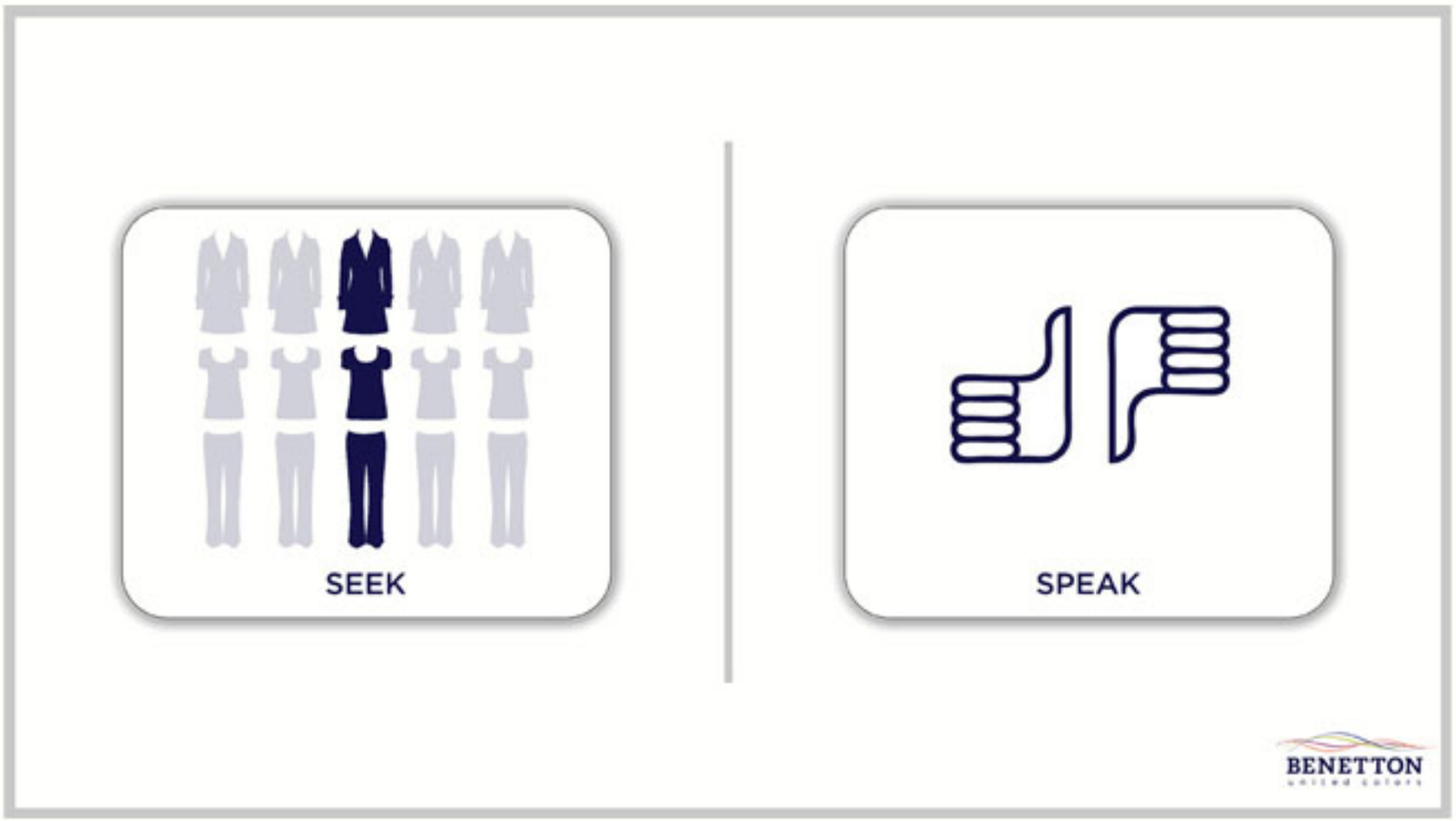

The Interactive Wall deepens the brand experience in two ways

Store Layout
Bags
Tags
Interactive Screen
Booklet

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Seek is a digital way to shop in-store. With motion capture, you can scroll through items, and assemble outfits. A sidebar allows you to order for delivery, or have a salesperson pull your choice.

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Speak offers a chance to take a look at designs in progress, and vote on them.
A webcam is connected to the upcoming Foundry

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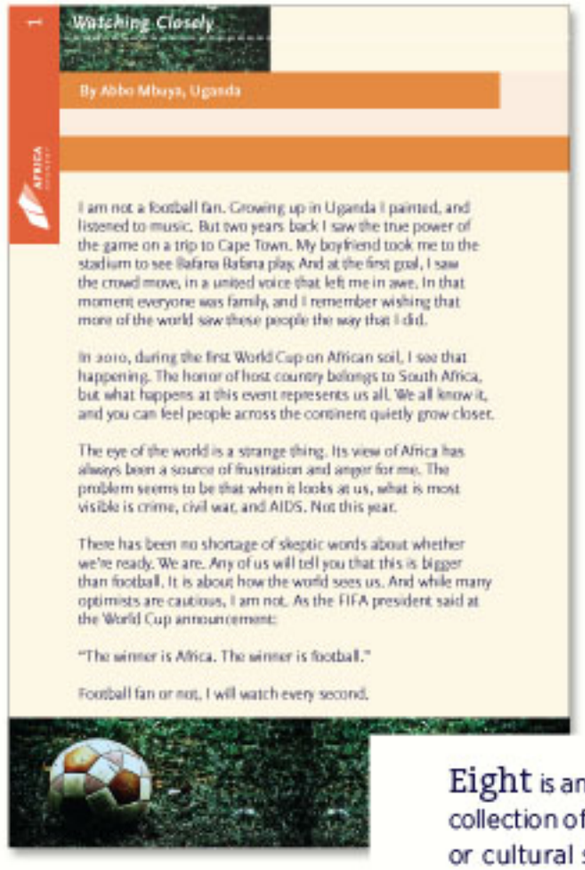
COVERS

PAGE VIEW



ACCORDIAN-STYLE INTERIOR

Eight is another way to connect people with our new design process. It is a pocket-sized collection of visions and words from the Foundries. Entries take a look at major events or cultural shifts in each region, and their impact on its creative atmosphere.

Store Layout
Bags
Tags
Interactive Screen
Booklet

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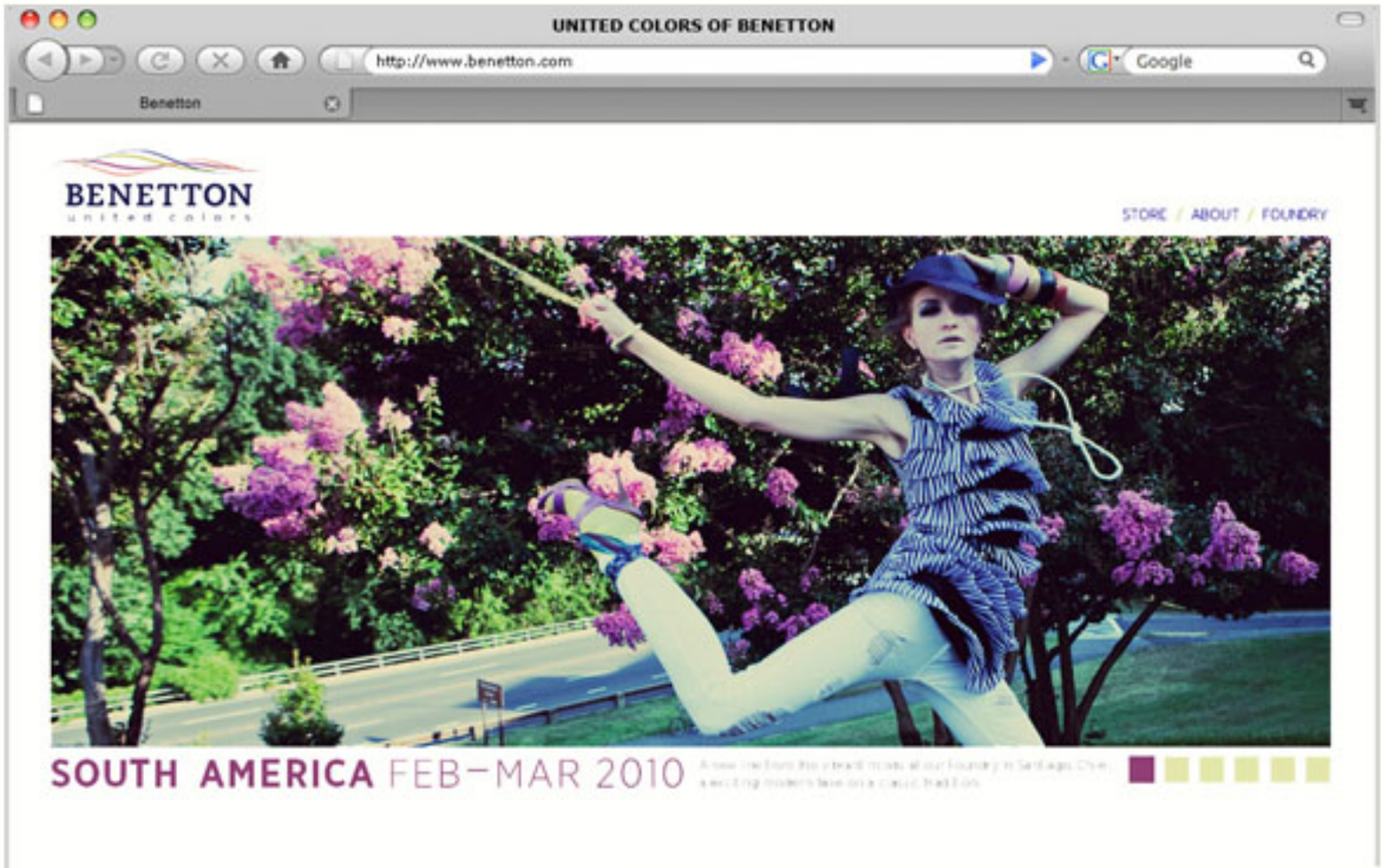

The Webpage is more than a showcase for our clothes. It is a new shopping experience. People match items across cultures, bid on pieces no longer in stores, and connect with the Foundries.

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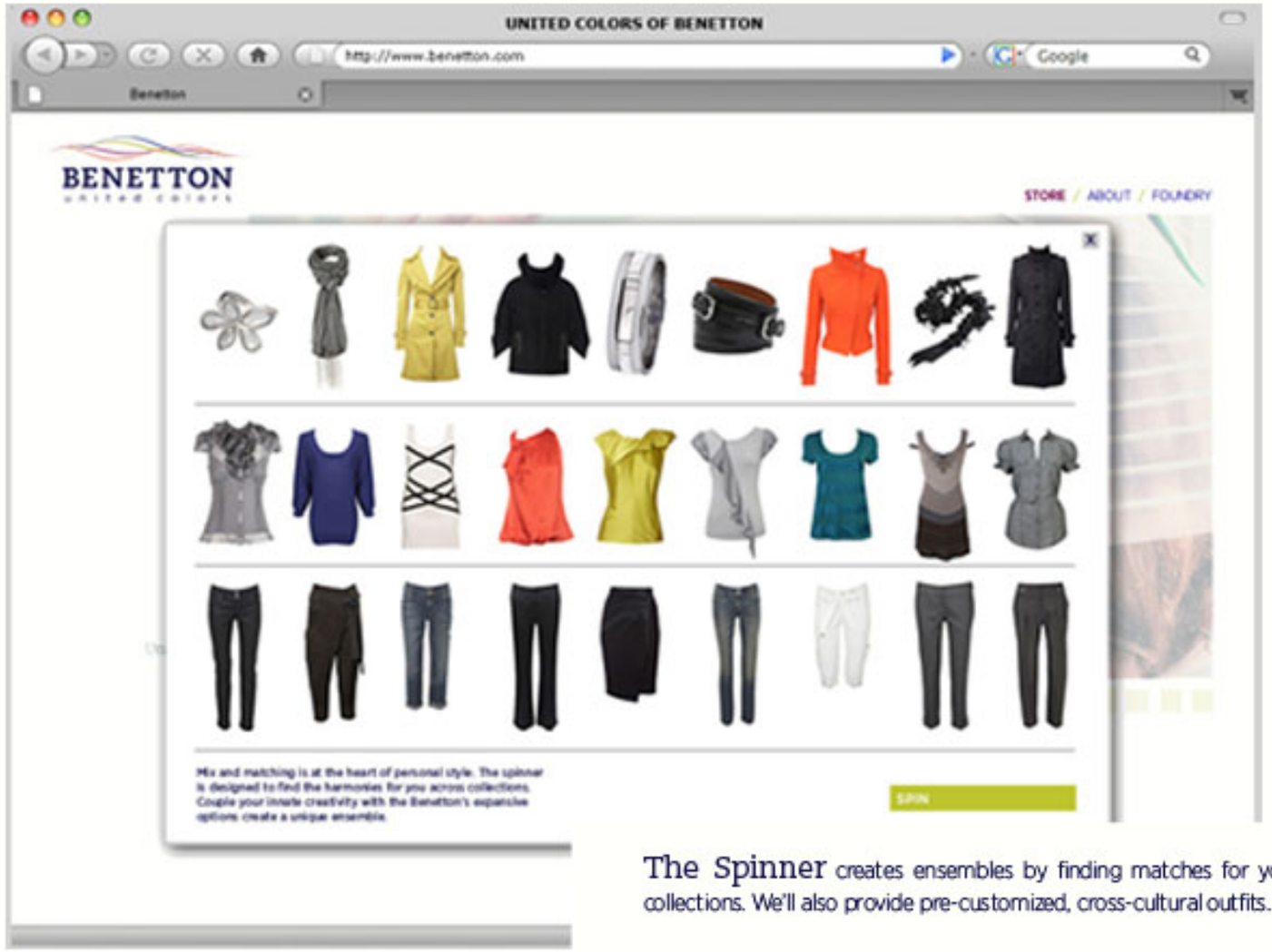

The Spinner creates ensembles by finding matches for your favorite items in other collections. We'll also provide pre-customized, cross-cultural outfits.

INTRO / VIDEO | FOUNDRIES | BRANDING | IN-STORE | WEBSITE | ADVERTISING

- Home
- **Spinner**
- Auction
- Foundries

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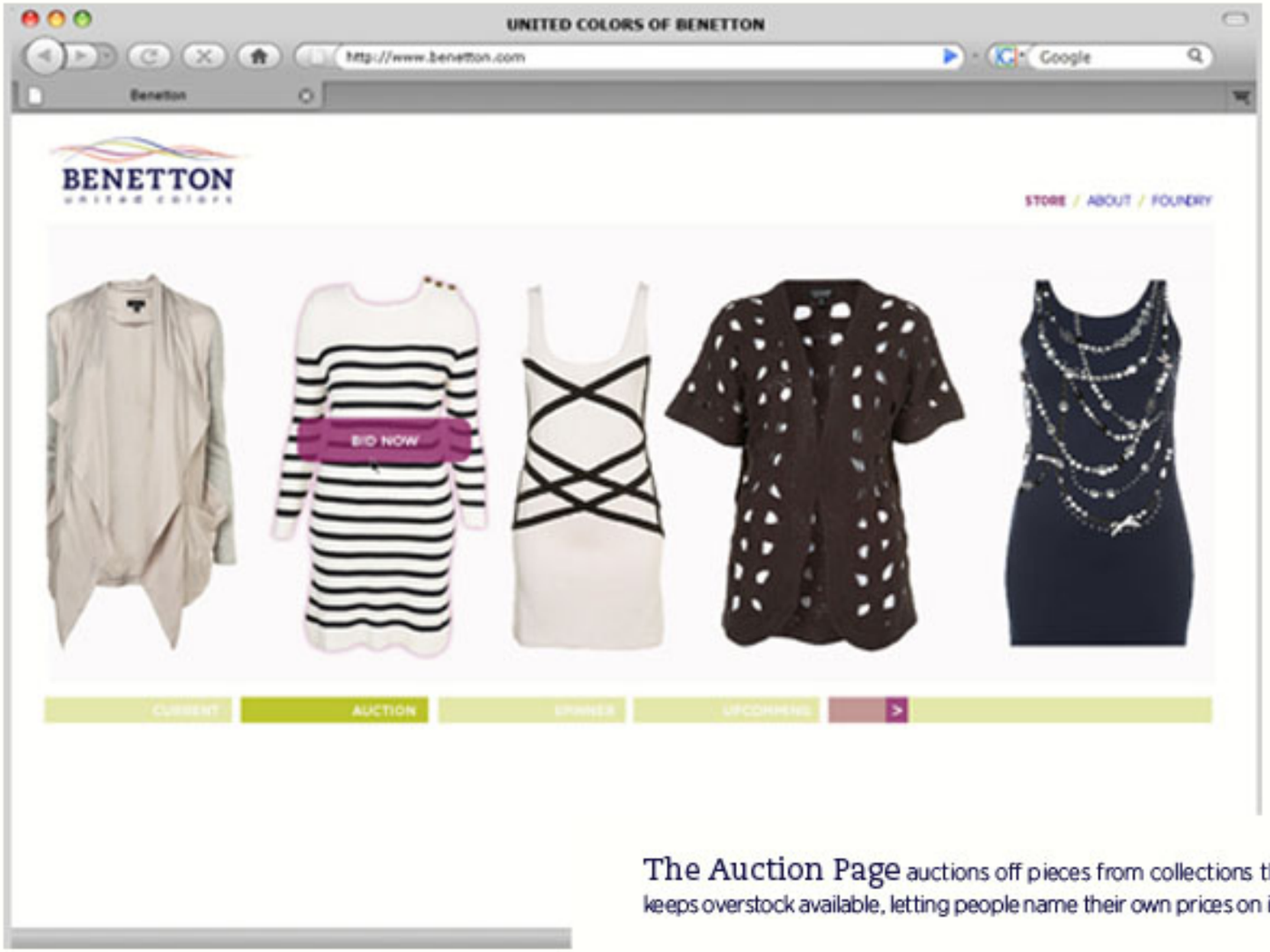

The Auction Page auctions off pieces from collections that have lapsed. This page keeps overstock available, letting people name their own prices on items.

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Foundries

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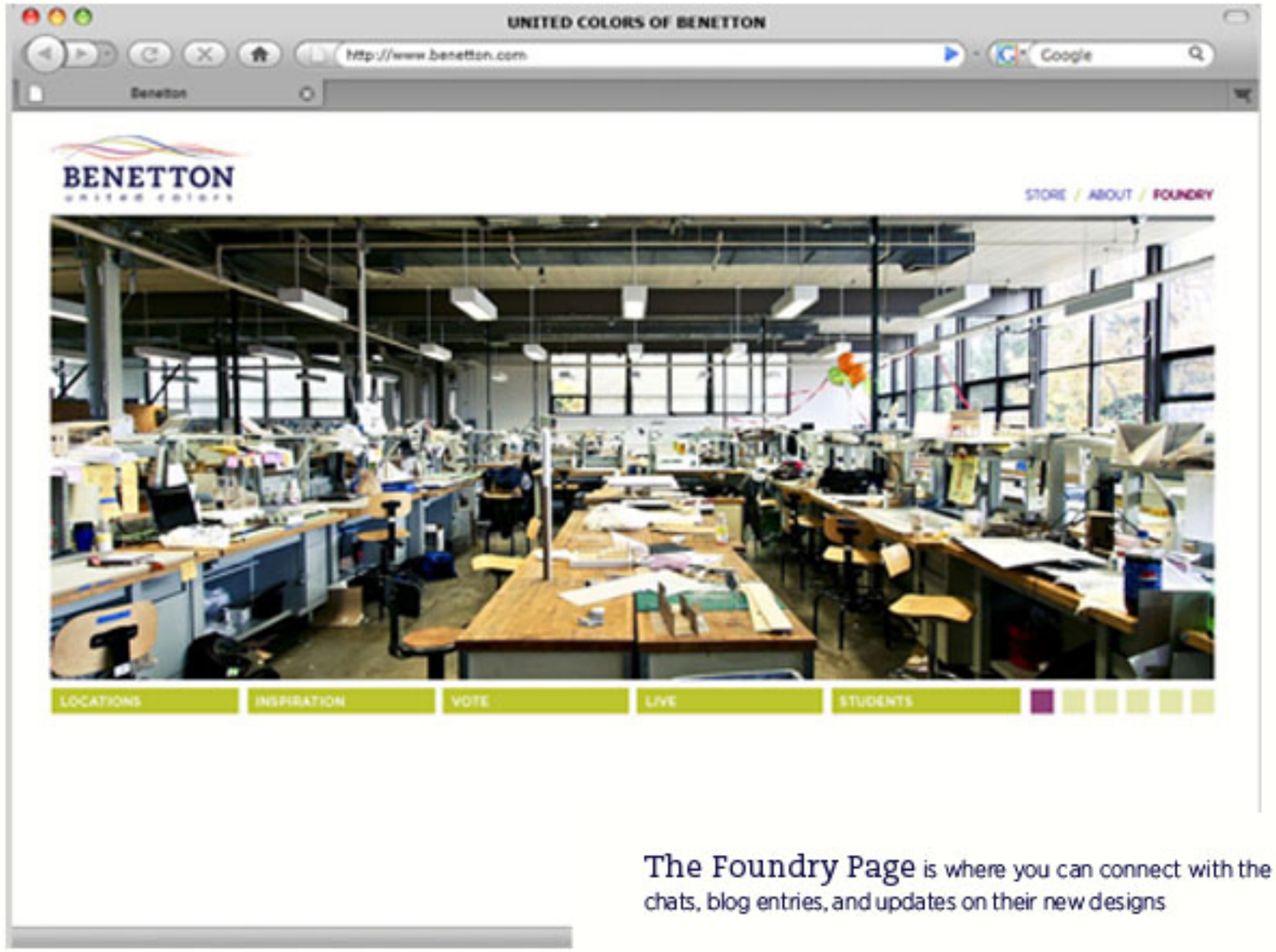

The Foundry Page is where you can connect with the Foundries through video chats, blog entries, and updates on their new designs

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The Launch will build buzz with interactive stories. Our storefront and website will feature a grid of screens, with people from different regions telling different cultural stories. Each person tells a scripted piece, and we assemble the pieces together on the broadcast.

http://www.benetton.com

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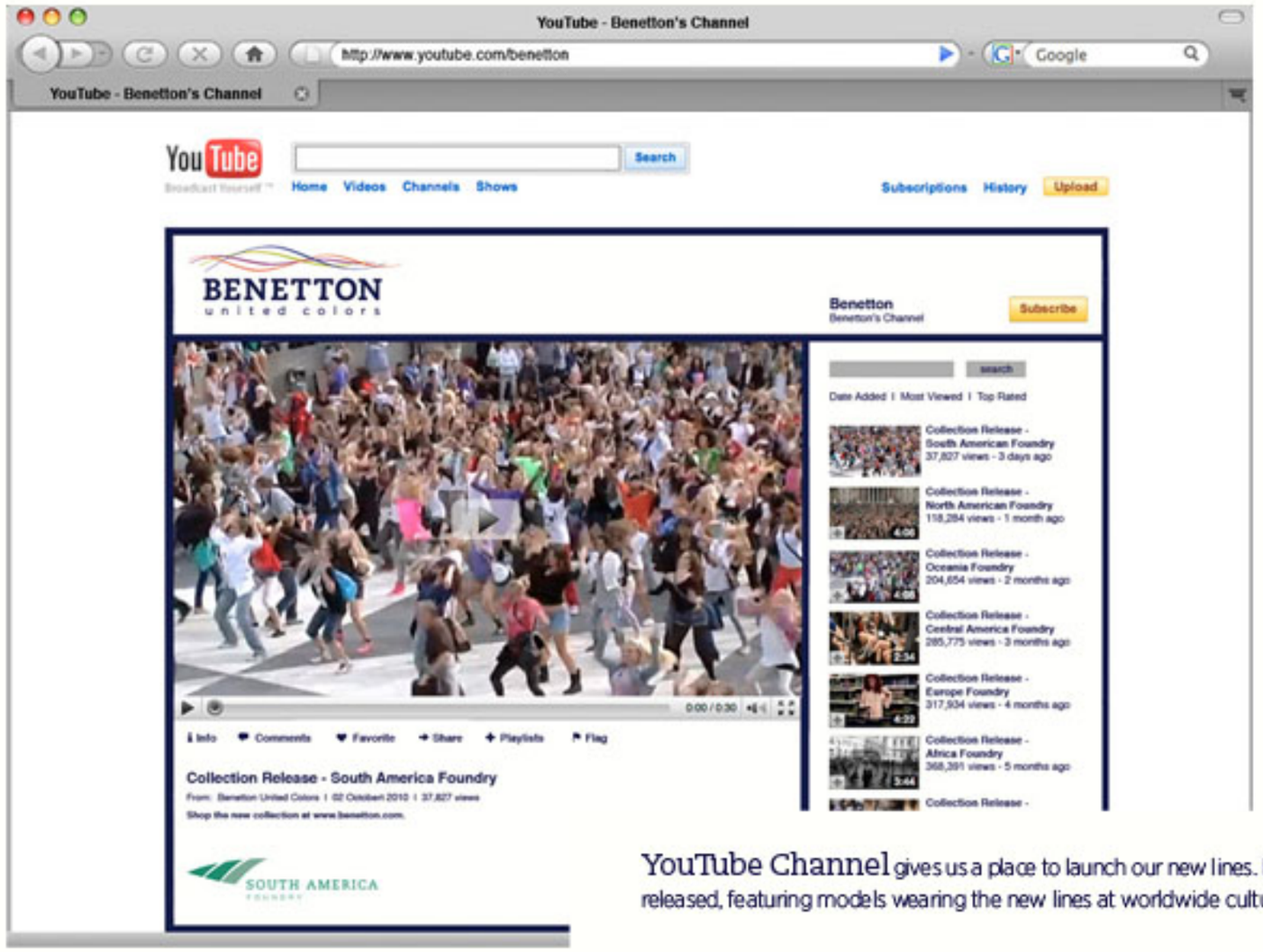

YouTube Channel gives us a place to launch our new lines. Every month, a new video is released, featuring models wearing the new lines at worldwide cultural events.

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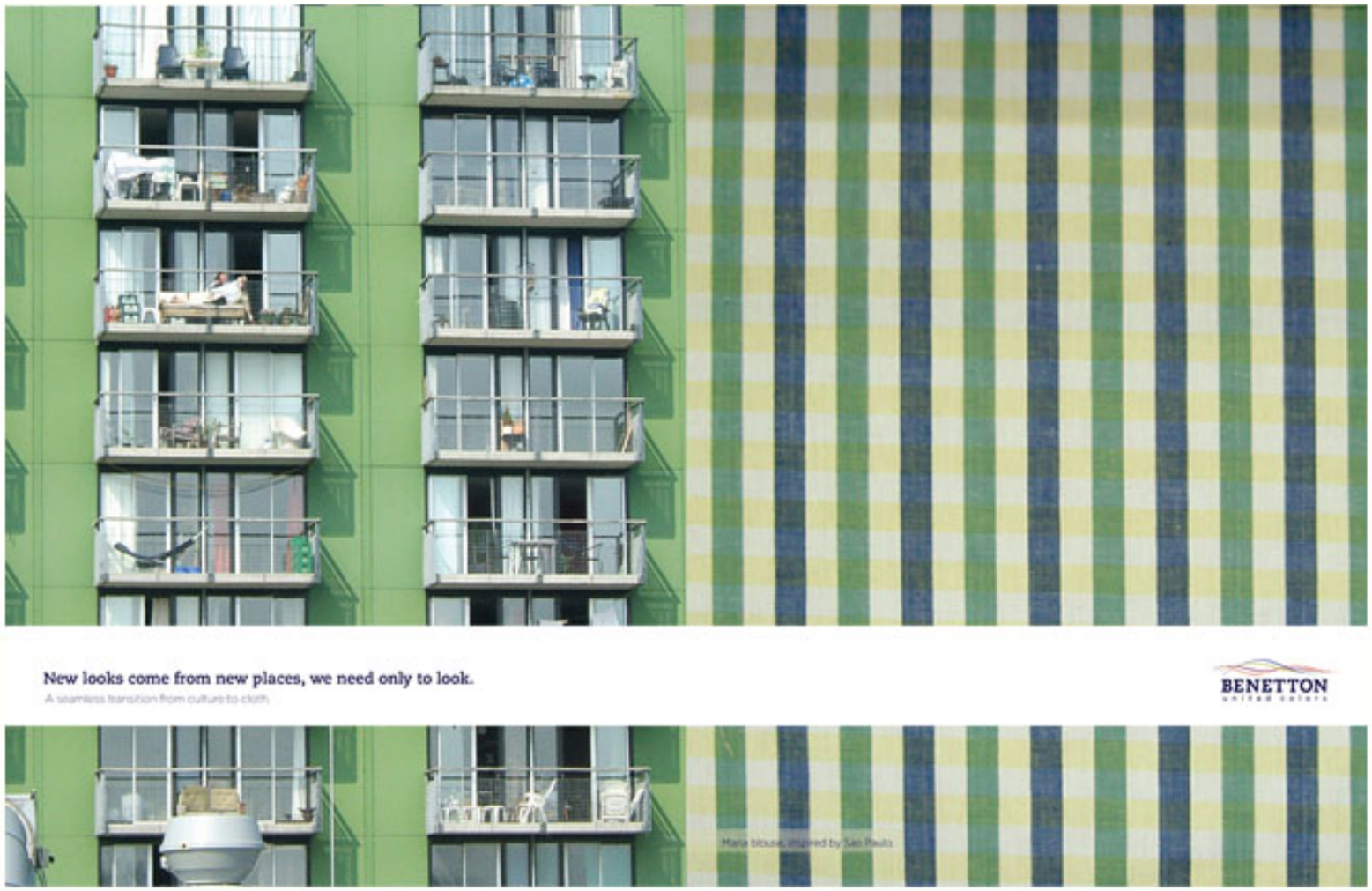

Launch
Collection Release
Print
Video

BENETTON
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To change where you're style is going, change where it comes from.

A seamless transition from culture to cloth.

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