Beat: Business

UNITED COLORS OF BENETTON WITH A NEW COLLECTION, A NEW STORY, A NEW COMMITMENT

FOR ALL WOMEN IN THE WORLD

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USPA NEWS - With 'A Collection Of Us' and 'Benetton Women Empowerment Program' the Italian fashion brand reinterprets its own essence, a mix of knitwear and social commitment. Women telling their stories and listening to other women's stories: only by sharing their wisdom...

With 'A Collection Of Us' and 'Benetton Women Empowerment Program' the Italian fashion brand reinterprets its own essence, a mix of knitwear and social commitment. Women telling their stories and listening to other women's stories: 'only by sharing their wisdom will the world's women be able to build a better future for us all'.

'A Collection Of Us' is a brand new United Colors of Benetton collection, composed of four capsules which will be released in October, December, February and April, respectively.

A global campaign will also was launched on October 22 to accompany 'A Collection Of Us'. It featured five female models, each belonging to a different generation and background, each carrying a message of emancipation and empowerment to be spread through digital and traditional media, and destined to all the world's women.

The 'Benetton Women Empowerment Program' is a long-term initiative that supports projects and concrete actions aimed at targeting important key priorities for women, following the Sustainable Development Goals (SDGs) set by the United Nations for 2030: sustainable livelihood, non discrimination and equal opportunities, access to quality education and healthcare and an end of all forms of violence against women.

What if every woman in the world could be the protagonist of her own story ?

This question according to United Colors of Benetton is 'at the base of the new social commitment by the Treviso-based clothing company, whose sustainability strategy for the coming years will focus specifically on women, who are still waiting to be guaranteed a sustainable livelihood and full participation in all economic sectors'.

Source : United Colors of Benetton

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