Benneton Encyclopedia Article

Benneton

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Benneton

Italy-based clothier Benneton is best known for its "shock" advertising campaigns, many of which have sparked significant controversy in many regions of the globe. In their 1990s campaign, "Sufferings of Our Earth," the fashion designer's ads showed among other things a dying AIDS victim, a dead Bosnian soldier, an oil smeared sea bird, and an overcrowded refugee ship. A series of ads in 1998 featured autistic and Down's syndrome kids modeling their clothing. The company operates some 7,000 stores in over 120 countries and had $2 billion in revenues in 1997. In addition to apparel, Benneton also markets a wide range of products from racing cars to sunglasses and condoms.

Further Reading:

"Benneton Enters Condom Market." *Marketing.* November 13, 1997.

Granatstein, Lisa. "Benetton's Colors Dances with Mr.D." *Mediaweek.* February 23, 1998.

Rogers, Danny. "Benetton Plans to Show Down's Syndrome Kids."*Marketing.* August 13, 1998.