

Are you the face of Benetton?

South Africa is part of the search for the Next Face of Benetton International and participants may enter the competition at the United Colors of Benetton store in The Mall in Rosebank on 26 and 27 February between 12-6pm.



From 8 February to 16 March 2010, the web community will vote on the young people taking part in Benetton's global casting session. The 100 finalists will then be evaluated by a specially formed jury of experts, who will choose 20 finalists to fly to New York and feature in the advertising campaign for autumn-winter 2010/2011, under the lens and creative guidance of British photographer Josh Olins.

'It's My Time', is the slogan of the campaign, developed by Fabrica. This seamless blend of media, tools, platforms and technology - publishing, new web options, video, social networks - will open a boundless virtual 'plaza,' where Benetton will engage with the styles, personalities, languages and creativity of the world's young people to compile an unprecedented, exclusive sociological sampling of their inspirations, aspirations and their interest in the future.

For more go to www.benetton.com/casting.