

Presented by Luciano Benetton the new megastore in Galleria Nettuno
A BENETTON SHOWCASE OVERLOOKING THE SEA IN VIAREGGIO

Viareggio, 14 September 2006. Benetton has opened a place in the sun by the sea in Viareggio. The Chairman Luciano Benetton is today presenting to local authorities, commercial partners and customers, the new megastore in the historical 'Galleria Nettuno', on the seafront (15 via Regina Margherita) which, although having doubled in size, retains all the charm of the original Thirties style architecture.

The new Viareggio store is a perfect statement of Benetton's identity in a total area of about 1,200 m², split on three levels, with a spectacular turret featuring arched windows that project the United Colors of Benetton over the blue of the sea. "It's a high-impact store" comments Luciano Benetton, "in tune with Viareggio's flair for beauty and quality of life. For us, it represents a tangible sign of the Benetton Group's ongoing development and it's also because of stores like this that I'm confident about future growth".



In an atmosphere of tranquil charm, customers will find the full range and fascination of the Benetton world: the adult, men's and women's collections, the children's collections, from newborn to maternity wear, as well as fashion accessories. Fall-Winter 2006 brings particularly *glamorous* collections for women, divided into a number of different themes, from minimal chic to ethnic, from romantic to more casual styles, as well as elegant collections for men – formal or classic, casual or sporty. The total look becomes the trend due to the wealth of themes associated with accessories.

The display area is based on a seductive development of the TWINS furnishing concept: dark wood furnishings with elegant coppery trim for adults, bamboo for the children's area, plus central units to increase the display opportunities. Lighting has been softened: a luminous and relaxing atmosphere brings out the chromatic tones of the garments, also enhanced by the large number of windows that open in to the megastore.

The Viareggio megastore continues the process of new openings and refreshing of the Benetton sales network, that is moving in step with constant renewal of the collections and growth in quality of services. Benetton stores are today the best international showcase for the Group's brands, style and image, confirming its presence in the most prestigious shopping streets in Italy and throughout the world.

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