

Two new outlets inaugurated in Dubai bring the number of sales points in the Gulf States to over 100
BENETTON ARRIVES IN THE ARAB EMIRATES

Dubai, 19 March, 1996. Two new outlets, one Benetton and one Sisley, were officially inaugurated in Dubai, in the United Arab Emirates by Luciano Benetton, chairman of the Benetton Group, and Easa Saleh Al Gurg, the Emirates ambassador to London. Several representatives of the Al Futtaim family, owners of the new City Centre shopping centre where the two outlets are situated were also present, as was the Italian Consul, Michele Sabatino, and other local dignitaries.

UNITED COLORS
OF BENETTON.

The two new Benetton and Sisley outlets, both of which face the Centre Court, the most prestigious area of the shopping centre, cover an area of 180 and 100 sq. metres respectively. With these new openings, the number of Benetton, Sisley and O12 outlets in the Arab Emirates reaches 18, a target number of 24 points of sale are planned to be opened by 1997.

Benetton, Sisley and O12, points of sale in the Gulf area will exceed 100 (104) by the end of 1996, representing total sales of approximately 21 million dollars. Between 1990 and today, sales have increased by an average of 22 per cent a year.

Benetton outlets have begun marketing an exclusive "Ramadan Collection", a line of light, comfortable clothing, Benetton is the first among the world's manufacturers to produce a collection which takes into account Arab tradition and tastes. The collection is proving to be very successful because it offers the public ideal styles and fabrics which were not previously available at fashion outlets, for the period of Ramadan.