

**Luciano Benetton opens the first megastore in Kazakhstan,  
in the city of Almaty  
BENETTON CONTINUES TO EXPAND IN EURASIA**

Ponzano, 16 March 2011 – Today, Luciano Benetton opens Benetton's largest store in Kazakhstan in Almaty, the country's biggest city. This major new opening strengthens the group's decade-long presence in Kazakhstan and constitutes a further step in its business expansion plan in the region, which has recently involved Russia, Mongolia and Azerbaijan, leading to a total of some 200 stores in the area.

The new Almaty megastore of around 3000m<sup>2</sup> is on Ul Gogolya 42, one of the city's most important, vibrant shopping streets. The store has United Colors of Benetton and Sisley spaces, which are served by separate entrances but linked internally, giving a total experience of the Benetton world while conveying the personalities and moods of the two brands. Each brand's retail space is distinguished by a specific interior design scheme that highlights their distinctive elements.

UNITED COLORS  
OF BENETTON.

The new United Colors of Benetton women's and men's collections for spring/summer 2011 are on the ground floor: clothes that are easy to mix and match, maintaining all the originality of the latest looks, including accessories. The lower-ground floor hosts womenswear and the newest underwear proposals from Undercolors; there is also a large area devoted to the children's collection, United Colors of Benetton and Sisley Young, so mums can get creative!

For United Colors of Benetton adult, the *Twins* furnishing scheme allows the women's and men's collections to be presented with maximum flexibility, for an effect that is always fresh and new. *System* displays the two main children's collections to best effect: Baby, for newborns and tiny tots from 1 to 5 years; and Kid, for children from 6 to 12 years.

On the ground floor, Sisley showcases the on-trend looks of the spring-summer 2011 women's and men's collections with their variety of shapes, fabrics and colours to be effortlessly mixed and matched.

*Esagram*, the Sisley interior decor concept, is characterised by pale grey shades for floors and walls and dark grey iron fittings. This contrast lends an edgier, more sophisticated look to the interior with its attractive, bright, discreetly modern and elegant atmosphere. Decorative studs on the outside of the display fittings and resin on the inside (heightening product perception) plus strips of white LEDs effectively and consistently convey the young, trendsetting image of Sisley clothing.

**More info:**

+39 0422 519036

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