

Benetton debuts its revamped website A new generation e-commerce platform for a personalised, unique and innovative digital experience

Ponzano, 21st December 2020. Benetton introduces **Blend Different**, the new concept underpinning the Brand's revamped website, which made its debut on 17th December. Drawing inspiration from the founding values of the brand, **Blend Different** aims to portray United Colors of Benetton's products in a way that is highly customisable and adaptable to everyone's individual style. Through innovative tools, such as Shop by Color, Find your Blend and Blend Different - featured respectively on the Home Page, in the product pages and in the women's, men's and children's sections - customers are encouraged to experiment with new garment and colour combinations, playing with the collection to find their own unique, personal match. It all translates into a very contemporary online shopping experience, open to any personality, style and identity.

Many touchpoints and many ways to contact us, but just one site

UCB's digital ecosystem consists of several touchpoints, each with its own identity, role and language, intended for a specific target audience: Boomers (Gen X born before 1981), Gen Y (born between 1981 and 1996), Gen Z (born after 1996). Thanks to its modular structure, the new Benetton.com site offers the right editorial and commercial content for each user, guaranteeing an increasingly unique and optimised experience based on the behaviour of each target group. Starting with the SS21 Collection, there will no longer be just one Benetton.com but many different versions: the site's appearance will change automatically as a result of new tools that track the user's journey and interests.

Editorial Soul - Brand Enhancement

The new Benetton.com integrates into the online experience content that conveys and enhances the brand's values, rather than dropping it from the site. There will be articles exploring the history of the brand, pages revealing the inspirations and insights of the latest collections, and product factsheets that will include sections highlighting aspects of sustainability.

A Fun Experience

Online is not just about conversions but rather - and above all - about user engagement. That is why being able to offer interactive ways of presenting products is essential in today's digital landscape. The new Benetton.com website is equally innovative in this respect. It boasts colourful and interactive sections that engage users in activities that seem like games, but which - as well as being fun - showcase the collection, turning the purchase process into a truly enjoyable experience and encouraging shoppers to come back again and again to discover new initiatives and activities.

With the launch of its new website and **Blend Different** concept, Benetton adds another crucial building block to its new strategy, which puts the digital sphere increasingly at the heart of the Group's relaunch.

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