

BENETTON ON CANVAS DEBUTS IN MOSCOW

A large flagship store and three stores introduce the new concept reflecting the evolution of United Colors of Benetton style, design and identity to the Russian capital

Moscow, 9 October 2014. Benetton wins over Moscow with its new retail concept. The *On Canvas* flagship store and three new stores in the Russian capital (nowadays an international shopping Mecca) present the evolution of United Colors of Benetton's identity and character. Following its successful debut this spring in Milan, this project - entirely Italian in terms of style, design and elegance - offers its Russian customers an innovative structure, designed to be welcoming, functional and dynamic. It is the evolution of the Benetton store, conceived as an encounter between its history and modernity, between quality and customer care, which is central to an authentic design, technological and emotional experience.

UNITED COLORS
OF BENETTON.

The new *On Canvas* concept - a tribute to United Colors of Benetton knitwear, as much as it is a main focus today as it was yesterday - animates **the restyled flagship store at 19 Tverskaya Street, Moscow**, open to the public from the end of August 2014. The central element of the 1,600m² store is the loom, serving as a light, simple but a solid and almost invisible structure, around of which seasons, collections, colours and materials are created. Symbolising tradition and craftsmanship, and now also emblematic of innovation, the loom enables all kinds of transformation within the store - materials, canvases and spaces alter and change, creating infinite possible solutions that are tangible metaphors for an ever-evolving brand.

The same *On Canvas* concept will feature in the three stores due to open by autumn 2014 in shopping centres in and around Moscow: Metropolis CC, Leningradskoye Shosse, 16; Zolotoy Vavilon CC, Prospekt Mira, 211; June CC, Mira Street, Mityshi. Russian customers will be able to find the same stylish elegance as in Milan, the same quality materials, workmanship, attention to details and design, and enjoy an exciting

shopping experience that's all about the authenticity and beauty that come from quality.

Russia represents a booming market for the Benetton Group. The Group, in the country for over twenty years, continues its process of development and refocusing with the opening in Moscow and other prestigious locations, in renovated retail space territories.

Wanting to be ahead of the pack has always been part of the United Colors of Benetton DNA. This is why there is another, larger store inside the new Moscow store: the online store, a "never-ending shelf", from which customers can shop using their tablets directly in-store, meaning every size, colour and pattern is always available for purchase. The technology in this On Canvas sales point goes even further to become sensory. Futuristic projections involve the public in the Color Room display area, showing looks and combinations starting from a very basic piece, such as the brand's "revolutionary", colourful knitwear.

Putting people at the centre of everything. Reinventing – with Italian flare – as soon as possible. ON CANVAS is just debuting but it is already a new ambassador for the United Colors of Benetton identity. It proves that Benetton is an Italian brand par excellence that doesn't limit itself to designing fashion for the public, but puts the client at the centre of an experience developed around design, technology and emotions.

The testimonial of United Colors of Benetton shall be Ketì Topuria, A Studio's DJ and singer. The young pop star will attend the event of the Russian flagship of Tverskaya and other stores On Canvas opening soon, and will be an interpreter of Benetton style through a series of social activities in the fashion world. To animate the opening event, October 9, there will be a young DJ from the fashion scene in Moscow, Eva Vostroknutova.