

Benetton: one group, lots of apps
The Benetton world is mobile
on all platforms: iPhone, iPad, Android and Blackberry

Ponzano, 22 February 2012. The launch of the new Spring/Summer 2012 collections is accompanied by an expanded, updated range of **apps** for new-generation smartphones and tablets. There are apps for each brand - ***United Colors of Benetton, Sisley, Playlife*** - and another first: Benetton is one of the few companies with a dedicated iPad app for corporate communication.

Always pioneering and innovative, **Benetton Group's** communication strategy centres, now more than ever, on the digital world, new media and the potential of the mobile world. Here, then, are the **apps for [iPhone](#), [iPad](#), [Android](#), [Blackberry](#)** and, coming soon, Windows 7.

UNITED COLORS
OF BENETTON.

Fashion, music, sharing: the new apps, **13 of which are already on the market** (with many more in the pipeline), reflect **the company's vision and DNA**; starting from its roots and future-led, embracing the new media as powerful brand, product and business communication tools. Above all, a means of reaching out to the new generations and achieving global interaction, as was the case in the latest communication initiatives like the UNHATE campaign and all social network activities, which in a very short time have registered more than 500 million contacts and prompted, amongst other things, a 60% increase in Facebook fans.

Benetton Group integrates its content with high-tech tools to leverage the identity, lifestyles, experiences and relationships of young (and not only young) people around the world. Sharing your favourite look, having access to a long playlist of music tracks, always knowing where to buy the clothes in the new collections and being constantly updated with the latest news: the United Colors of Benetton, Sisley and Playlife apps offer all this and more.

It is worth mentioning that the recent release of a Benetton Group corporate app for iPad is a rare instance, of a listed company using an advanced, digital communication tool. Another example of Benetton's groundbreaking approach, even in fields generally associated with traditional communication aids.

United Colors of Benetton opens a new digital chapter, anticipating tomorrow's trends. **For browsing, using and sharing on [iPhone](#), [iPad](#), [Android](#) and [Blackberry](#).**

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benetton.com
benettongroup.com/media-press

sisley.com
playlife.com