

**The country's first Benetton megastore
BENETTON OPENS IN MOSCOW
RUSSIA'S BIGGEST SINGLE-BRAND STORE**

Ponzano, 9 September 2000. Benetton opens a megastore in Moscow, its first in Russia and the biggest single-brand store in the country. An ideal showcase for Benetton's total look, situated in the city centre and surrounded by cafés, restaurants and cinemas, where the capital's important past meets the driving forces of modern Muscovite society.

UNITED COLORS
OF BENETTON.

Situated on the corner between 19 Tverskaya, the city's main thoroughfare, and romantic Pushkin Square (occupying what were formerly the premises of Natasha, the most important state-run department store during the Soviet era), the new megastore will offer the varied crowd of the city's inhabitants, and tourists, a shopping experience covering over 2,000 square metres on three floors. The store will feature United Colors of Benetton's collection for women, men and children, the Undercolors underwear and beachwear lines and various accessories collections.

The children's department, on the lower ground floor, also offers younger customers the chance to enjoy themselves in a special play area, and a useful baby-care room. Women's collections and accessories are on the ground floor, while the first floor houses the men's and Undercolors lines. The predominantly white decor creates a neutral, harmonious background, highlighting the colours and styles of the clothes on display and making it easier for customers to browse and choose. The only splashes of colour are the green and orange guides which lead, respectively, towards the cash desks and stairs and lifts.

The opening of the new megastore in Moscow is part of the development Benetton's commercial structure, that aims to support and foster the growth of its worldwide network with shops – some of which directly managed by Benetton – that distinguish themselves for their size, their prestigious setting in historic and commercial town centres, and the high level of customer services they offer. In the first months of 2000 new megastores were opened in Hamburg, Benetton's largest German megastore; in Milan, dedicated to women's clothing collections; Athens and Rome. Upcoming openings include Paris and Tokyo.

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