

## **The Group's first Chinese megastore in Shanghai BENETTON OPENS TO CHINA**

Ponzano, 16th October 2002. The first Benetton megastore in China will be opened today by Luciano Benetton in Shanghai at 651 Central Huai Hai Road, a financial, commercial and cultural hub of the country's largest city.

The new megastore has over 3,000 square metres of retail space located in a seven-storey building and offers a complete panorama of Benetton's world and style through the United Colors of Benetton, Sisley, The Hip Site and Undercolors collections.

UNITED COLORS  
OF BENETTON.

United Colors of Benetton collections for children of all ages (baby, kid, junior) and mother-to-be collections are on the ground floor, the collections of apparel and accessories for women and men are on the first floor.

The second floor presents the Undercolors and The Hip Site collections and the home collection, while all the third floor is given over to the Group's trendy brand, Sisley, with complete lines of male and female apparel and accessories for people at the front of fashion. Offices and showrooms are on the other floors.

Interactive multimedia installations, conceived by the New Media Department of Fabrica, Benetton's communication research and development centre, have been installed for the first time in a megastore. This initiative aims to be the first of a string of cultural activities, also connected to Fabrica, to be carried out in the great megastore, which also assumes the value of a cultural and social meeting place.

The opening in Shanghai of the first Benetton megastore in the Chinese market is part of the Group's Asian development programme. The three stores that opened almost simultaneously in September and October 2002 in Japan - in Kyoto, Sapporo and Shinjuku - come under the same plan.

Thanks to a broad and continuously updated range and high quality customer services, today Benetton megastores are the best international showcase for the Group's brands, style and image. The worldwide network of megastores, including those directly managed, is growing fast, with a forecast of totalling 300 in the next years.

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**High-resolution images are available in the section:**  
Image Gallery – Stores – China – Shanghai