

**Ever-more projected towards the future, Benetton presents its new digital platform packed with innovative fashion, multimedia and interactive content: here is the revolutionary Benetton.com**  
**BENETTON PUTS THE FUTURE ONLINE**

Ponzano, 1 August 2011. Benetton crosses a new digital creativity border and revolutionises its portal with an all-encompassing magazine; an atypical platform for live events and a number of new features to open future digital scenarios in which United Colors of Benetton will be an increasingly important presence. This is another step in the digital metamorphosis of Group communication; by engaging with the new Web 2.0 and social network languages, it has rapidly achieved great results in terms of visibility, appreciation, traffic and participation by a worldwide audience.

**Benetton.com**, the gateway to Benetton's digital universe, **gets a makeover** to coincide with the launch of the new autumn/winter collection 2011. It now wears **vibrant colours** and offers **new sections** packed with editorial, multimedia and interactive content.

UNITED COLORS  
OF BENETTON.

The Collections section (Woman, Man and Child, Undercolors and Lifestyle), now includes a **This Week area** which will offer weekly **advice about looks** to wear for various occasions. Specially-shot videos and photos will showcase the **perfect outfits** to wear – from apparel to accessories – **to be on-trend all the time**. A fully-fledged virtual personal stylist will guide online visitors through a colourful world creating a unique and special shopping experience that will continually draw the brand closer to consumers.

In addition to the collections there will be a news section, links to the United Blogs of Benetton superblog <http://blog.benetton.com/> and Benetton Web radio, providing a soundtrack perfect for surfing the web, working, or general background music.

**Web sharing** plays an important role on the revamped site. Photos, videos, clothes and content can be shared immediately with friends on the main social networks, primarily Facebook, true to the 2.0 sea change which Benetton has long implemented with great success.

Bold, bright colours – one of the Group's long-time distinguishing traits – make the various sections unique and individual. This includes the **news area**, in which weekly updates on events, fashion news and much more will be reported.

Creativity, sharing and **multimedia** are integral features of the photo and video galleries, of the store locator and the section featuring digital freebies. Dynamic, modern tools are designed to reach an increasingly vast community every day. They are just a taste of all the new, amazing web and mobile apps Benetton will launch from September to Christmas.

**Benetton.com**: a new look, embracing the future of the Web.

**More info:**  
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