

JOEL BERG IS NEW ART DIRECTOR AT UNITED COLORS OF BENETTON

Ponzano, 31st October 2003. Joel Berg is the new art director for the United Colors of Benetton brand. He will have responsibility for brand image with special focus on product advertising, sales outlets and collections presentation.

UNITED COLORS
OF BENETTON.

Born in Stockholm, Sweden, in 1966, Berg has acquired world-class experience as the art director of leading fashion brands, such as Calvin Klein and H&M, and as creative director and designer of lifestyle, fashion and news magazines. He held the position of art director with *Harpers Bazaar*, New York, he restyled the Italian weekly news magazine *L'Espresso* and he is creative director of the *D-La Repubblica delle Donne* magazine.

Joel Berg will begin his activity in Benetton Group from November, when his attention will focus on the image linked to the UCB Fall/Winter 2004 collection.

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