

**Celebrations at Cinecittà for the 40th anniversary of the  
collections dedicated to children,  
with a historic exhibition and a fashion show**

**LOOKING TO THE FUTURE WITH BENETTON CHILDREN**

Ponzano, 19 October 2009. The Benetton child celebrates its fortieth birthday in Rome today, at Teatro 10 in Cinecittà, with an event narrating the identity of a brand that introduced children to a new way of dressing, and which, like them, continues to grow and look to the future.

UNITED COLORS  
OF BENETTON.

*"We have put children at the heart of our project, with respect and consideration of their daily needs, both at school and at play and during their free time", stated Alessandro Benetton, executive vice president of the Benetton Group, in his opening talk. "For this reason children's clothing has always represented a special area for experimentation, research and innovation, with a positive spin-off for adult apparel. From 1969 to date, Benetton childrenswear has shown steady growth. Today we continue to look to the future with the new Sisley Young and Tween projects, as we firmly believe that an investment in children is an effective investment in our future".*

The history of the Benetton children's label, from the first creations by Giuliana Benetton in 1969 to the present day, is narrated in an exhibition which brings together the best known ads, images and editorials published in leading magazines, and iconic products that have contributed to radically changing the idea of apparel for children.

A glimpse of the future is provided by the fashion show, featuring the newest creations: a look ahead presenting the Benetton childrenswear concept for daily living in the second decade of the new century.

In the last ten years, production of Benetton childrenswear has doubled, rising to 60 million items a year and contributing over 30 percent of Benetton Group total revenues. Today, there are 1,100 childrenswear stores in the world, designed to create an atmosphere of warmth and charm, differentiated in terms of style and range and identified by *System Baby* (newborn to 5 years) and *System Kid* (6 to 12 years).

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[www.benetton.com/childrenstory](http://www.benetton.com/childrenstory)  
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