

## **NEW BENETTON MEGASTORE OPENS ITS DOORS IN ANTWERP**

Antwerp, 17<sup>th</sup> March 2005. Benetton opens its doors today in the Wjinegem shopping centre, Turnhoutsebaan 5, one of the city's most prestigious shopping areas.

With a total area of 500 square metres, the megastore offers a cosmopolitan range of dynamic, original collections, characterized by quality, colour and energy. In the store you can find the unmistakable genes of the UCB women and children's collections, full of confidence, imagination and strong colours mixed and matched with audacity and skill.

UNITED COLORS  
OF BENETTON.

The megastore houses the new TWINS interior design concept, created to effectively express the different styles of the Benetton collections. The furnishings are structured to display single product themes, with the aim of putting the customer at ease, both through the simplicity and clarity of the display and the creation of a warm, welcoming atmosphere.

Continuously updated collections and high quality customer services ensure that Benetton stores are the best international showcase for the Group's brands, style and image.

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