

SISLEY YOUNG INAUGURATES THE FIRST FLAGSHIP STORE IN TAIWAN.

The “Tweens’ generation” leads a trend.

Taipei, 12 September 2008. Sisley Young inaugurates today its first flagship store in the modern and dynamic city of Taipei. This store is situated at VieShow Cinemas of Hsin Yi District, the landmark of trends in town, and embodies the most representative window for the brand in the Asian market. Sisley Young is dedicated to the fashion-conscious youngsters, the “Tweens”, that nowadays are more and more involved in the fashion.

The brand is dedicated to boys and girls from 8 to 12 years old with a distinctive and immediately recognizable style. The floor area of about 100 square metres has been designed to display to full effect the 2008-2009 Fall/Winter collection for girls and boys enhanced by a wide range of accessories. The style of the collection is trendy glamour, rich in original ideas inspired from moods and styles coming from cult places around the world.

The Sisley Young brand was launched in 2007 with a new and dedicated concept store. It sets the tone for a collection full of elegant details with a sophisticated mood. The atmosphere is created by the combination of bold colours: the grey of the wall panels is interspersed with the white of the recessed cupboards which feature a system of slotted uprights, providing multiple display possibilities. Period-style console tables break up the layout and set the tone of the store. The flooring extends to cover the entire focal point wall, giving this area a distinctive character. The focal point wall features a slotted upright system that allows greater flexibility for displaying the collection.

The opening of this store further strengthens the Group's attention to the Asian area, next opening of Sisley Young brand is planned in the Shin Kong Mitsukoshi A8 in Taipei within 2008.

For further information:

www.benettongroup.com/press
www.benettonpress.mobi
www.sisley.com

Remarks 1:

The term “Tweens’ generation” come from the book “Brand Child”, it is made from the two words “Teen” and “Weens” which meant “teenager” and “weenbobber” respectively.