

**Benetton collections on iPad for the sales network:
the first and only fashion app of its kind
THE BENETTON WORLD IS EVER-MORE
DIGITAL, RAPID, GREEN AND INTEGRATED**

Ponzano, 28 February 2011. Fast communications, market proximity, integration, greater eco-sustainability: these are the objectives of Benetton's iPad project for its sales agents' network. With this dedicated app, today the agents are connected online to the product departments of all the brands – United Colors of Benetton woman, man and child, Sisley, Sisley Young, Playlife, Undercolors – to keep in touch with the development process in real time, from the new-product concept to the final order.

UNITED COLORS
OF BENETTON.

Via tablet, Benetton's sales network can see the style, trends and colours of the emerging collections in every detail, from pictures of the fabrics to photos of the prototypes, from manufacturing specifications to price lists. In this way, the entire cycle of creating and selling Benetton collections can rely on greater integration and speed; information is immediately updated and orders can be transmitted more quickly. Benetton's new system also confirms the company's increasing focus on eco-sustainability as it favours a significant reduction in the use of paper and transport.

As with the recent launch of Facebook Deals, which allows smartphone users to check-in with the Benetton world and find out about the various brands' new products, initiatives and special offers, Benetton's iPad app is a further sign of the commitment and ability to innovate which have always been a hallmark of the group's continuously updated business culture, today focused on the new media and digital tools that are rapidly changing business practices and society itself.

Benetton's new app will be developed further. A new program for United Colors of Benetton adult is already in the pipeline to create a *3D virtual shop* so that sales staff can see, via tablet, how the products are divided by theme and how the window is dressed and the clothes displayed in store.

More info:

+39 0422 519036

www.benetton.com

www.benettongroup.com/press

www.benettonpress.mobi