

**Alessandro Benetton inaugurates the megastore in Apulia,  
designed by architects Giorgi and Bonforte as part of a  
partnership that highlights the Group's commitment to our  
natural and cultural heritage**

## **THE NEW-LOOK BENETTON STORE IN FOGGIA REOPENS IN THE SHADE OF THE OLIVE TREES**

Ponzano, 16 September 2010. One of Italy's largest Benetton stores reopens today in Foggia - attended by Alessandro Benetton, Executive Deputy Chairman of the Group - with a new facade, designed by architects Luciano Giorgi and Lili Bonforte, that perfectly blends the innovation and modernity of the Benetton brands with a careful attention to nature and the values of this region.

*"We love the choice of the olive tree as a symbol of our presence and commitment in the city and the Apulia region, where the Group enjoys a widespread presence, with over 180 stores," explains Alessandro Benetton. "This is both a significant investment in the future and a shot of confidence, responsibly aiming at our own development while contributing to growth in this area."*

UNITED COLORS  
OF BENETTON.

The megastore, with over 5,000 m<sup>2</sup> of floorspace, is housed in a building overlooking Corso Vittorio Emanuele, a pedestrianised shopping area at the very heart of the city. Its facade has been transformed into an icon of *the landscape and history of Apulia*, using olive trees hung vertically to form a floating, natural presence.

A striped theme, which is a Benetton classic as well as being an explicit reference to the barcodes applied to the goods on sale, is seen in the long, vertical strips of reflective metal covering the entire height of the facade. They give a fragmented mirror image of the street, and of the olive trees suspended from the facade, accentuating their natural beauty. This concept, designed by architects Giorgi and Bonforte, is an expression of Benetton's strong ties with nature. We also find it in the facades of Benetton stores in Vercelli, Vicenza and Odessa, with different decorations and plants belonging to the history and culture of the local landscapes.

The brand new Foggia megastore also boasts the new record of hosting on its four floors the entire Benetton universe, each brand presented with its own character and mood. The new United Colors of Benetton autumn/winter 2010 woman, man and kids collections occupy the ground and first floors. The cutting-edge, transgressive fashion of Sisley can be found on the second floor, where the atmosphere is reminiscent of the everyday sensuality typical of Terry Richardson's photo shoots. The lower ground floor is home to the young, innovative style of the latest Playlife collection, and the new proposals from Undercolors.

The interior design resumes Benetton's long-standing tradition of colour, with a marked presence of bright and pastel shades, especially on the

escalators, which fill the spaces with light and delight. Colour and the coloured circle symbol also dominate the store's new signs. Even the fitting rooms are coloured: coordinated polka dot walls on the inside, while a big circle on the outside ties into the store's image.

The Benetton Foggia megastore revamp is the latest step in a major investment programme for the renewal and development of the sales network. Sweeping from Italy to Russia, from Great Britain to Turkey, from France to Mongolia, the programme introduces new architectural and design ideas, and involves the Group's retail spaces in major capitals and in a number of cities that are icons of the world's transformation.

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