

**The United Colors of Benetton megastore in Pristina opens.  
The historic Hotel Union, in the heart of the capital,  
is returned to the city  
following an important refurbishment and restoration**

UNITED COLORS  
OF BENETTON.

Pristina, 9th September 2013. Today, the new Benetton megastore in Pristina opens its doors. It is housed in the ex-Hotel Union, a symbolic building for the country, strategically located in the heart of the city and surrounded by prestigious cultural and political institutions. The restoration work on the building, declared part of Kosovo's cultural heritage, was entrusted to the Arassociati studio. The project involved the recovery and restoration of the building and its surrounding area, transforming it into a large three-storey store covering a total of 2,000 square metres. The new store offers the complete range of the **United Colors of Benetton, Undercolors and Sisley** collections for men, women and children. As well as the sales space, the building also features a new bar, offices and a restaurant with a large rounded glass frontage that offers a unique view of the new square.

In the new building, two architectural realities co-exist: the facade facing the pedestrianized street and the roof, which has kept its original form, were traditionally refurbished; while the entrance on the square created by the new urban layout, has a modern influence: an original design, mirrored in a body of water. The commercial spaces are visible through the large glass windows, almost like shards of light leading skywards, creating the effect of a linear lantern composed of carefully chosen colours that complete the scenography of the view from the square. All the materials used and the high quality finish, carefully respect the historic and cultural identity that characterise the building.

The new megastore in Pristina also boasts the accolade of hosting all the Group's brand names across its three levels, each one represented with its own mood and personality. In the internal areas, suspended between its historical atmosphere and modern design, the new megastore offers the entire range and proposals of the United Colors of Benetton, Undercolors of Benetton and Sisley worlds, for men, women and children. The **United Colors of Benetton** Autumn/Winter 2013 collection features the brand's characteristic knitwear, a must-have for the season. The range has been re-invented across the different winter trends, from classic dark tones such as black and grey mélanges, through to the more relaxed pastel tones of sage green, pale pinks, khaki and bronze, adapted to more feminine cuts and forms. Tartan, faux-leather and technical fabrics are the starting point to warm up the winter of the United Colors of Benetton woman, be she rock, grunge, romantic or sporty, always with an eye on new trends.

From flowers to camo, to single block colours: the Autumn/Winter 2013 **Undercolors of Benetton** collection offers a rich and fun variety of colours and patterns in line with the trends of the moment. Underwear for men and women, in tartan and Prince of Wales check, features red, green and blue tones. A melody of forms, rich fabrics, unexpected details, and brilliant colours: these are the defining elements of the **Sisley** Autumn/Winter 2013 collection. The central theme of the range is a touch of dark allure, unexpectedly linear, with golden chains and playful arrangement of studs, perforated skulls on T-shirts or small metallic applications. Leather is everywhere: from mini-bomber jackets to sexy skinny trousers, from skin-tight mini dresses to flared skirts, all enriched with original designs applied by laser.

Our willingness to invest in Kosovo, inspired by the principles of dialogue, collaboration and opportunities for common growth, is based on a strong belief in the future and development potential of the country.

### **Benetton Group**

Benetton Group is today one of the most well-known fashion companies in the world. It is present across 120 countries with a commercial network of over 6,500 shops and an annual turnover of over 2 billion euros. The Group has a consolidated identity in terms of style, colour, authentic fashion, quality at affordable prices and passion. These values are reflected in the strong and dynamic personalities of the **United Colors of Benetton, Undercolors of Benetton, Sisley and Playlife** brands.

#### **For further information:**

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