

A network of local blogs, a global meeting place, an open window on the future

UNITED BLOGS OF BENETTON

Ponzano, May 26, 2011- Global and local, trendy and technological, young and well-informed: the new blog.benetton.com online from 23 May is an open window looking out on the streets and cultures of the world.

Not just a blog, a **superblog** where **the voices of individual nations** meet: Italy, Spain, the United Kingdom, France, Portugal, Mexico, the Philippines, China and Taiwan will soon be joined by other voices from every corner of the planet.

A constantly evolving, **widespread network** that closely follows trends and **global values, by exploring them at the grassroots level of local phenomena**, and sharing the myriad subtle nuances that make our world the rich, colourful place it is. A vivid itinerary filled with information, ideas, curious facts and different lifestyles, brought together by the desire to **get to know one another and share in each other's lives**.

There are four subject areas: **Fashion**, not just the clothes you wear, but also street trends, the things that catch the eye and are instantly in vogue. **Tech**, the intelligent technological innovations that make life easier and increase the quality of relations with others. **Young**, an expression of young people and their ideas, with stories of courage, resourcefulness and creativity. **Culture**, where art, music, local and global cultures speak of the initiative and creativity of humankind, viewed as an opportunity to break down social and cultural barriers.

Benetton has always striven to overcome national boundaries, to share experiences from far and wide, to dream of the world as **the meeting place of cultures and diversity**: **United Blogs of Benetton** is just the latest step in this direction, a glimpse even further beyond the horizon, where each local initiative is embraced and shared globally.

The bloggers

Italy_Silvia Tolomelli (Addicted to shopping)
blog.benetton.com/italy

Spain_Ariadna Ferret (Fashionisima)
blog.benetton.com/spain

UK_Kit Lee (Styleslicker)
blog.benetton.com/uk

France_ Mo, M.E e Shyne (Montaigne Street)
blog.benetton.com/france

UNITED COLORS
OF BENETTON.

Portugal_ Ana Garcia Martins (A pipoca mais doce)
blog.benetton.com/portugal

Mexico_ Ángeles Batista (Boticapop)
blog.benetton.com/mexico

Philippines_ Miguel Paolo Celestial (El Bosquejo)
blog.benetton.com/philippines

China_ Bedi Ye (Fashiontrenddigest)
Taiwan_ Milla Huang (Mechantbebe)
blog.benetton.com/china

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