

United Colors of Benetton: Martino Boselli appointed Commercial and Sales Director

Ponzano, 15 December 2020. As of today, Martino Boselli is joining Benetton Group as head of the Commercial & Sales Department of United Colors of Benetton.

Boselli, who will report directly to the CEO, will be in charge of a new and articulated Commercial & Sales Department, created to support the Group's strategic plan to become even more effective and profitable.

Martino Boselli has significant international experience in the fashion retail sector, having held roles of increasing responsibility in multinational companies including the VF Group, Safilo, Amazon, Trussardi and, most recently, Miroglio Fashion, where he served as General Manager of the brands Elena Mirò, Caractère, Luisa Viola and Diana Gallesi.

The new UCB Commercial & Sales Department will include the following functions: UCB Wholesale & Franchising Italian Market; UCB Retail & Top Stores Italian Market; IOS/DOS/FOS International Markets; Undercolors; eBusiness and Trade Service.

"We are pleased that a great professional and sector expert like Martino Boselli has accepted our proposal," commented Massimo Renon, CEO of Benetton Group. "The pandemic has set us increasingly complex challenges and, with his entry into the company, we are further strengthening the relaunch trajectory that Benetton Group has undertaken."

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