

## **BENETTON IN QATAR**

**The Benetton Group in Partnership with Al Mana Fashion Group continues to grow in the Middle East market. Expansion in major cities of the Middle East stepped up with the opening of the flagship store in Doha.**

The Benetton Group and Al Mana Fashion Group have inaugurated their new store in Doha, in the prestigious Almana Towers, an important and recently opened shopping mall.

On November 27<sup>th</sup> & 28<sup>th</sup>, guests of the inauguration of the shop were promised a day filled with fun activities for their kids. The event allowed children to express themselves, in the vibrant Benetton way. This was done through a variety of activities, which included: hair styling, face painting, fashion styling, as well as an exclusive photo shoots for the children's new makeover.

The store offers the United Colors of Benetton womenswear and children's ranges whose distinction this fall and winter lies in their bright colours, dynamic style, youthful glamour and cosmopolitan attitude.

The layout of the store, whose interiors are based on the most sophisticated and modern parameters of Twins (the Benetton store concept), was designed so as to create actual merchandise departments for achieving the various themes of the Benetton collections for women and children.

The opening of this shop is a confirmation of the Benetton Group's interest in the Middle East, where the company established a commercial Headquarters to closely monitor the market, serve specifically the region and identify all business opportunities. In particular, for the development on the Qatar market, a cooperation with Al Mana Fashion Group has been sealed. Al Mana Fashion Group is recognised in the fashion industry for its reliability, performance, quality of service and results, which have led to finalise important international agreements.

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