

## UNITED COLORS OF BENETTON INAUGURATES ITS FIRST MEGASTORE IN JAIPUR

The latest Autumn/Winter collection launched in India's Pink city

Jaipur, September 14, 2008. United Colors of Benetton, the global fashion brand, announced today the inauguration of its first megastore in Jaipur, where there are already two UCB stores. Promising to provide a pleasurable shopping experience for its customers in a relaxed ambience, the new megastore highlights the contemporary mood of Benetton's cutting-edge fashion. The new store offers the latest Autumn/Winter 2008/2009 collection inclusive of various irresistible looks for women, men and children. The brand gives customers the freedom to pick and choose designs to suit their personality.

UNITED COLORS  
OF BENETTON.

Speaking at the inauguration, **Mr Sanjeev Mohanty, Managing Director, Benetton India Private Limited**, said, *"It gives us immense pleasure today to launch our first megastore in one of the most beautiful and lively cities of India. Stores are an important communication platform for us as it is here that we showcase the depth of our brand offering to the customers."* He added, *"The launch of the new store strengthens Benetton's presence in the Indian market, whose economic development Benetton regards with confidence and optimism. Apart from evolving our product offering to suit the market, we will continue to build megastores such as this one to present exciting consumer propositions and give them a global shopping experience."*

Spread across an area of over 500 square meters, the store is located at G-2, Ganga Heights, Lal Kothi, Tonk Road and besides showcasing the full range of United Colors of Benetton collection for women, men and children, UCB will also offer a wide selection of accessories. This season's collection features the right mix of elegance and style, along with the warmth of soft fabrics for the winter.

For the UCB Woman, the collection creates a look which blends together elegance, trend, originality and allure. It comprises four interesting themes including *New Woman, Sweet Military, Hot Road Folk and Box North Pole*. The fashion-conscious UCB Man will find three moods highly influenced by vast horizons, snowy mountain chains and valleys of the great lakes. It brings forth themes like *Montreal Metropole du Quebec, Le Mariniers du Nova Scotia and Territoires du Nord Ouest* for that urban glamour look.

This new winter collection proposes a new, distinct fashion for UCB Children of all ages. It offers perfect styles for school, for a sporty or vintage look. The offer is completed by the United Colors of Benetton accessories, which is a mixture of craft tradition and hi-tech innovation, the collection is dynamic with fresh ideas full of creativity and perfectly in tune with the latest fashion trends!

## **Benetton Group**

Today, the Benetton Group is present in 120 countries around the world. Its core business is fashion apparel: a group with a strong Italian character whose style, quality and passion are clearly seen in its brands, the casual *United Colors of Benetton*, the glamour oriented *Sisley*, *Playlife* American college style and *Killer Loop* streetwear. The Group produces about 160 million garments every year. Its network of more than 5,500 contemporary stores around the world, offers high quality customer services and generates a total turnover of over 2 billion euro.

**For further information:**

Tel: +39 0422519036

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