

## **WORLD'S LARGEST BENETTON STORE OPENS IN LONDON**

London, 19 September 1996. Benetton today opened its new flagship store in central London, combining clothing with art and music. Situated at Oxford Circus, the three-floor, 1600 square metre (17000 square feet) is the largest Benetton store in the world, stocking the most comprehensive range from the United Colors of Benetton and Sisley collections. The megastore will also be promoting new art and music from across the world, with dedicated exhibition space in the store and in the windows, as well as opportunities for young bands and DJs to play within the store.

UNITED COLORS  
OF BENETTON.

The store is located in a grade II listed building, originally designed by Sir Henry Tanner in 1912 and completed in 1925 as part of the re-building of Regent Street. The store has been restored and refurbished through the work of a team of British architects and interior designers coordinated by Italian architect Tobia Scarpa. With design features including Italian marble flooring, moulded ceilings, Venetian chandeliers and a Scarpa steel and maple staircase, the architects have created a megastore which remains in keeping with the original classical style of the building.

The Benetton store at Oxford Circus is a new shopping concept which combines the practical demands of today's busy consumer with artistic pursuits. The store stocks a complete range of Benetton and Sisley men's and women's wear, children's wear from the Zerotondo and 012 ranges and a new pre-natal line, called Mamma of Benetton. It features large video screens on each floor, a DJ console and an area dedicated to the new trends as they emerge from Benetton's collection. Exhibition space both inside the store and in the windows of one of Europe's busiest crossroads is dedicated to the work of young artists where live performances from young bands and DJs will take place.

### **UNITED COLORS OF BENETTON AT OXFORD CIRCUS**

#### **HISTORY**

The Benetton store is situated in a grade II listed building which was designed by Sir Henry Tanner in 1912 and completed in 1925 as part of the rebuilding of Regent street. Designed in a classical style with Beaux Art details, it forms, with the other three quadrant blocks, a symmetrical composition framing Oxford Circus. This block was originally occupied by Jay's Ltd - a high quality costumier.

#### **ARCHITECTURAL DETAILS**

The store is a total of 2,250<sup>2</sup> meters over four floors as follows:

Basement: 550 <sup>2</sup> m	children and new pre-natal wear
Ground floor: 350 <sup>2</sup> m	key looks - accessories
First floor: 700 <sup>2</sup> m	United Colors of Benetton, Sisley
Second floor: 650 <sup>2</sup> m	offices, staff rooms, ancillary space

#### **INTERIOR DESIGN**

Features include:

- Italian marble floors - the marble is sourced from near Treviso, where the Benetton head office is situated.
- two staircases - a fully restored staircase leads from the second to the ground floor and a Scarpa designed steel and maple staircase leading from the ground floor to the basement
- moulded ceilings - the original moulded ceilings have been restored where possible, elsewhere a new suspended fibrous plaster ceiling has been designed in keeping with the style of the original building, hiding an air-conditioning system
- glass-sided escalators
- Venetian chandeliers

**High-resolution images are available in the section:**

Image Gallery – Stores – United Kingdom - London, Oxford Circus