

Three thousand square meters in Corso Vittorio Emanuele with a large, fun children's department
THE BIGGEST BENETTON STORE IN THE WORLD HAS OPENED IN MILAN

Ponzano, 29 September 1998. Milan, the world's fashion capital beats Rome, London, New York and Paris to set a new record: the biggest Benetton store in the world will be opened today by Luciano Benetton and Oliviero Toscani in the city centre, in Corso Vittorio Emanuele 9.

UNITED COLORS
OF BENETTON.

This is a new megastore, laid out on four floors, with a total area of 3,000 square meters, of which about 2,400 are devoted to sales. Located in an important, porticoed, tourist-shopping area, the favourite stroll of Milanese and international visitors alike, the new flagship-store houses the full range of *United Colors of Benetton*, *Sisley*, *Zerododici*, *Zerotondo* and *Undercolors* collections for men, women and children. The ranges offered to the public are completed by a wide choice of accessories, luggage and footwear.

Special attention has been paid to the children's department, with its 700 square meters located on the top floor and transformed into *Benettonland*: a land of toys, dreams and entertainment for children of all ages. A foretaste of this fairy-tale atmosphere is given in the store window in Corso Vittorio Emanuele, where a host of animated puppets (a fisherman, a sailor, a soldier, three winking frogs), placed in the shade of a large friendly tree, invite passers-by to come in. The adventure continues on the top floor where children can choose between a mini *Drive-in*, where they can happily watch cartoons from brightly coloured cars, or a walk along *Dream Way*: a tunnel with moving walkway, flanked by merry robot craftsmen, leading to a play park with little trains, merry-go-rounds, various games and even a fun *Toy Shop*.

The opening of the new Milan megastore forms part of the development process of the Group's world-wide sales network, in terms of both size and quality, that, from London to New York, from San Francisco to Madrid and from Moscow to São Paulo, is giving life to a large international network projecting the Benetton image, quality and life-style. After Rome, Jeddah, Leipzig and Milan, the next stages in 1998 will be the Berlin megastore (more than 2,000 square meters) and the Tokyo flagship store, which will be located in a prestigious building in the Japanese capital.