

## **Benetton's new flagship store opens in Vienna BENETTON IN THE HEART OF AUSTRIA**

Ponzano, 27<sup>th</sup> March 2001. Today Luciano Benetton inaugurates the Vienna megastore, the biggest in Austria, centrally located in Mariahilferstrasse, amidst cafés, restaurants and cinemas where the capital's glorious past mingles with the dynamic activity of contemporary Austrian life.

The new megastore is a vast showcase for Benetton style in a historically fascinating urban context: an entire three-storey building covering over 4,000 square metres. The modern architecture of the glass façade building conveys Benetton's transparent approach to the street outside, the shopping heart of the Austrian capital, highlighting the brand's image and creating continuity between the store and its customers, between shopping and the outside world. The Vienna megastore offers the full range of United Colors of Benetton clothing collections for men, women and children, as well as a vast choice of accessories, including homewear.

Men's and women's collections are on the ground floor. The first floor is devoted to children, while the lower-ground floor houses women's collections, underwear, homewear and accessories. The predominantly white decor creates a neutral, harmonious background that enhances the colours and many styles of the garments, making the customers' shopping experience even more enjoyable.

The Vienna flagship store strengthens the special relationship between Benetton and Austria, where there are already over 100 stores. Prestigious new stores were recently opened in Graz, Linz, Villach and Leoben, while an important new megastore will soon be opened also in Klagenfurt.

The new megastore in Vienna is part of Benetton's development strategy which aims to support and foster the growth of its worldwide network with stores – including some directly managed by the Group – of large dimensions, in prestigious settings in historical town centres or the main shopping centres, offering high quality customer services. Among the stores opened in the past few months are those in Moscow, Tokyo, Milan and Rome. The inaugurations will continue at a rapid rate throughout 2001, with major locations including London, Paris and New York.

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**High-resolution images are available in the section:**  
Image Gallery – Stores – Austria – Wien

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OF BENETTON.