

## **A new megastore opens on Boulevard Haussmann 4000 M2 BENETTON SHOWCASE IN PARIS**

Ponzano, 10 May 2004. Benetton has chosen 51-53 Boulevard Haussmann for its new megastore which will offer the French capital a complete panorama of its lifestyle: a total surface of some 4,000 square metres on the five levels of a historical building built between 1864 and 1865 on the corner with Rue Auber.

The newly-restored Haussmann-style facade and the refined interior design create the atmosphere of a truly special location. Three main entrance doors lead into an elegant, vaulted hall which welcomes customers with a display dais. The hall is illuminated by the seductive Mediterranean light of a vast chandelier of Italian design.

UNITED COLORS  
OF BENETTON.

The five levels present United Colors of Benetton collections for women, men and children, and accessories, as well as women's and men's collections by Sisley and a selection of articles for the home. Warm beige tones create a soft atmosphere throughout; the walls are fully panelled in pale wood to give prominence to products, and retail areas feature wood, glass and steel display fittings. The interior layout was designed for visual impact, but without overpowering the themes and personality of the Benetton and Sisley collections, so that customers feel at ease and enjoy their shopping experience. The Fabrica Features articles, a collection of design stationery created by Fabrica, Benetton Group's communication research centre, will also be available at the same location.

Modern, open, efficient and easily accessible from the boulevard, Benetton's new address in Paris is more than a large store: it offers a 360° panorama of the Benetton world and is a place for interaction and communication whose design, decor and lighting exude an engaging Italian atmosphere. This new opening is part of an expansion plan that is creating a widespread network of the Benetton image in elegant shopping streets of the world's major cities. In 2004, Benetton Group will continue to develop its store network (with more and larger stores) in France and the EU, and will focus special attention on increasing its presence in major emerging countries such as Russia, China and India, in South Korea and in Eastern European markets.

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**High resolution images are available in the section:**  
[Image Gallery - Stores - France – Boulevard Haussman](#)