

BENETTON REOPENS ITS FLAGSHIP STORE ON MADRID'S GRAN VÍA

After refurbishment, Benetton Group raises the curtains on its flagship store in Spain's, consolidating its presence in the country with 15 new opening.

Ponzano, 16 March 2017. The On Canvas concept arrives in Madrid's Gran Vía (Callao Square), the Spanish capital's famous shopping street. After refurbishment, the flagship store in the landmark Capitol - the iconic building in Plaza de Callao which is an example of expressionistic architecture - is reopening and offers customers a new shopping experience made of authenticity, design and beauty.

The store is more than 1000 square meters, spread over three floors. The internal architecture has been conceived around the metal staircase - a true work of art designed and created in Galicia exclusively for the store - which connects the three shopping levels. The building's facade has also been restored completely, returning it to its original beauty.

The On Canvas store on Gran Vía is another prestigious example of the company's new store concept, where the customer is at the centre of a shopping experience rendered unique through design, architecture, technology and emotions. Inside the store customers will find all the brand's collections: men's, women's, children's and underwear.

A new shopping experience

The On Canvas concept projects the United Colors of Benetton's identity: an evolution of the store, conceived as a meeting point between history and present, where product is the protagonist.

The centrepiece of the store is a large loom, a light structure - simple but solid and almost invisible - on which seasons, collections, colors and fabrics rotate. A symbol of tradition and craftsmanship becomes an emblem of innovation, making each transformation possible within the store: fabrics change and spaces evolve, creating endless solutions that are a metaphor of a constantly evolving brand.

Expansion Plan

The Gran Vía reopening is one of a series of new openings nationwide through which Benetton Group consolidates its store network in Spain. In the last six months, a total of 15 stores have been opened, boosting the company's presence in the strongest and most important urban shopping areas and shopping centres in the country.

The following is a list of new openings:

MADRID: Parque Corredor shopping centre, Parque Ventanal de la Sierra shopping centre, Parque Sur shopping centre

UNITED COLORS
OF BENETTON.

CATALONIA: La Maquinista shopping centre (Barcelona), Glories shopping centre (Barcelona), Rambla Catalunya (Barcelona) - opening soon

ANDALUSIA: Nevada shopping centre (Granada), La Sierra shopping centre (Córdoba), Motril (Granada), Chiclana (Cádiz)

MURCIA: Thader shopping centre

CASTILE AND LEÓN: Vallsur shopping centre (Valladolid), El Tormes shopping centre (Salamanca)

BALEARIC ISLANDS: Fan shopping centre (Palma de Mallorca)

EXTREMADURA: Cáceres

About Benetton Group

Benetton Group is one of the most famous fashion companies worldwide. It is present in the major international markets, with a network of more than 5,000 stores. Benetton Group considers the environment, human dignity and the transformation of society both now and in its future plans. In Spain, where it has more than 240 stores nationwide, it has had a significant presence in retail for over 30 years.

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