

THE FUTURE OF WOOL: BENETTON GROUP JOINS THE INTERNATIONAL WOOL TEXTILE ORGANISATION (IWTO)

Reinforcing its commitment to sustainability in the supply chain, Benetton is the first European fashion company to become a member of the International Wool Textile Organisation

Ponzano, 30 March 2017. Benetton Group is joining the International Wool Textile Organisation (IWTO). In taking this step, Benetton becomes the first European fashion company to gain membership – with associated member status – of the IWTO, further confirming the Group's commitment to protecting the environment, product safety and the transparency of information regarding the supply chain.

Formed in 1930 through an agreement between the main representatives of the international textile industry, IWTO represents the interests of the wool textile on a global scale, facilitating industry strategies, ensuring production standards and sustainability and promoting cooperation between the various players involved in the market.

Benetton's decision to join IWTO further underlines the central role of knitwear and wool in its overall strategy. Wool's highly elastic and resilient natural fibres make it an extraordinary and unique material, which – when combined with innovative knitting technology – allows for the purest expression of the United Colors of Benetton brand identity.

IWTO membership will enable Benetton Group to strengthen its commitment to sustainability and transparency in the supply chain, setting in motion a continuous dialogue with the main players of the wool industry and allowing the Group to participate actively in discussions on current important issues, such as wool recycling, research on yarn quality and the application of animal welfare principles within the wool industry supply chain.

Benetton will make its IWTO debut at the Organisation's upcoming Annual Congress, May 3-5, in Harrogate (UK).

*"We are the first European fashion company to join IWTO," noted **Marco Aioldi, Chief Executive of Benetton Group.** "This is a new first and a further demonstration of the ethical approach which is at the heart of Benetton Group, a company for whom social commitment, caring for the environment, a well-monitored supply chain and transparency towards the consumer are the core values of a model of responsibility that goes above and beyond our commercial objectives."*



UNITED COLORS
OF BENETTON.

"We are honoured to welcome Benetton Group to our organisation, especially given the fact that they are the first corporate retailers to join IWTO," said Piercarlo Zedda, Vice President of IWTO. "Benetton has wool in its very DNA. For this reason we are very pleased to be able to count on their commitment and active involvement within our organisation," Zedda added. "Benetton Group is the first corporate retail brand to join the IWTO. We very much welcome this significant addition to our membership," IWTO President Peter Ackroyd remarked. "Benetton's global footprint underlines the international importance of the wool industry, as reflected by our members."

About Benetton Group and United Colors of Benetton

Benetton Group is one of the best-known fashion companies in the world, present in the most important markets with a network of about 5,000 stores. It is a responsible group that plans for the future and lives in the present, with a watchful eye to the environment, to human dignity, and to a society in transformation. The Group has a consolidated identity comprised of colour, authentic fashion, quality at democratic prices and passion for its work. These values are reflected in the strong, dynamic personality of the brands United Colors of Benetton and Sisley.

IWTO

With a worldwide membership encompassing the wool industry from sheep to shop, the International Wool Textile Organisation represents the interests of the global wool trade. By facilitating research and development and maintaining textile industry standards, IWTO ensures a sustainable future for wool.

For further information about Benetton Group:

+39 0422 519036

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benetton.com

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For further information about IWTO:

www.iwto.org