

United Colors of Benetton and Sisley focus on e-commerce development with major omnichannel overhaul

*United Colors of Benetton's new e-shop aims to strengthen
the brand's online sales also in the United States*

Sisley's completely renovated online store will debut at the end of April

Ponzano Veneto, 4th April 2018 - Benetton Group is breathing new life into its e-commerce platforms, going live with new online stores for the United Colors of Benetton and Sisley brands.

UNITED COLORS
OF BENETTON.

S I S L E Y

The www.benetton.com e-shop has been completely renovated to provide customers with an increasingly immersive shopping experience. The new website, translated into seven languages and available in 24 countries, aims to increase online sales, especially in the United States, where the Group has relaunched the e-commerce project with the objective of consolidating its leadership and increasing market share.

The redesigned Benetton e-shop has new graphics and improved functionality, making the browsing experience more pleasant and user-friendly even on mobile devices, which today are used by over 50 per cent of Internet surfers.

A detailed analysis of purchasing behaviour and interviews with consumers led to the creation of a site that features a simple and user-friendly architecture, matched with a clean and simple design. Thanks to a completely reorganised menu and an improved internal search engine, in just a few clicks customers can find a wide selection of products that meet their specific needs.

In line with the evolution of purchasing models, the new e-shop and the further development of e-commerce are an integral part of Benetton Group's strategy to focus more on the omnichannel approach, which improves the integration between the physical stores and the online world, accompanying customers everywhere on their purchasing journey.

The new e-shop marks a new phase in the company's online strategy, as Benetton Group is taking over direct management of the online channel. At the same time, it is activating key enabling factors such as

dedicated logistics and the new unified customer care service for both physical and online stores.

This significant acceleration towards digital sales also involves Sisley. From the end of April, the www.sisley.com e-shop - dedicated to the brand with a strong personality and unconventional style - will debut a new look. With a modern design and fast and intuitive navigation paths, the customer will be able to discover the Sisley collections, participating in a shopping experience that focuses on emotion and recounts, section by section, the whole universe of the brand. Online initially in four languages, the new site will at first be available for the Italian, French, German, UK and US markets, with versions for other markets to follow.

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benetton.com

sisley.com