

## **BRIDGING HERITAGE AND INNOVATION BENETTON GROUP WELCOMES THE INTERNATIONAL WOOL TEXTILE ORGANISATION**

*Benetton confirms its role as a key player in the worldwide wool industry by opening its doors to the IWTO's 88th annual congress for one day in April 2019*

7 February 2019 - On occasion of the 88th annual congress of the International Wool Textile Organisation, Benetton opens its doors to the IWTO's 88th annual congress and its participants for one day, on 11 April. A member of the IWTO since 2017, Benetton Group is the first European fashion company to have joined the organisation, demonstrating its commitment to sustainability and transparency in the supply chain.

Combining Italy's rich wool heritage with the latest research and developments in wool applications, the congress, with the theme "Wool in Excellence", will run 9-12 April 2019 in Venice and Treviso. Speakers will address topics including sustainability, wool décor, and health and wellness.

UNITED COLORS  
OF BENETTON.



The Veneto region's long tradition of wool weaving goes back to the fourteenth century, when master silk weavers fleeing political persecution in Tuscany established themselves in the lagoon city-state of Venice. By the sixteenth century, the flourishing silk trade had led to the production of wool.

Just across the road bridge from Venice's Piazzale Roma, along the via della Lana, Benetton's hometown of Treviso still boasts a vibrant woollen and worsted industry today, with some of Italy's key spinners, weavers and retailers having been established there since the first half of the 19th century.

Benetton is the torchbearer of this long tradition, with knitwear and wool playing a central part in its overall strategy and identity. The IWTO Congress provides it with an opportunity to strengthen its commitment to sustainability and transparency in the supply chain, actively participating in discussions on current important issues, such as recycling, research on yarn quality and traceability within the industry.

### **About 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.

[www.benettongroup.com](http://www.benettongroup.com)

**About the IWTO Congress**

One of the highlights of the wool industry calendar, IWTO's annual Congress brings together wool textile professionals from all over the world for three days of conference, where networking and knowledge-sharing are complemented by a lively social agenda. A partners' programme and site visits round out the experience. If you're in wool, you'll want to be here.

[www.iwto.org/events/2019-congress](http://www.iwto.org/events/2019-congress)

**About IWTO**

With a worldwide membership encompassing the wool pipeline from farm to retail, the IWTO 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. To learn more about IWTO and its activities, visit [www.iwto.org](http://www.iwto.org)