

**BENETTON ON THE WOOL ROAD:
THE THIRD DAY OF THE INTERNATIONAL WOOL
TEXTILE ORGANISATION'S 88th CONGRESS WILL TAKE
PLACE IN TREVISO**

**Benetton Group opens its Treviso headquarters' doors
to the IWTO's annual congress**

9 of April 2019. On Thursday, Benetton will open its doors to the International Wool Textile Organisation (IWTO) and to the people attending "Wool in Excellence", a congress that will run from April 9-11 in Venice and Treviso.

The main focus of the congress is the excellence of wool, a theme inspired by the history of Italy's wool industry and its natural propensity for innovation. As an ambassador of this rich tradition, Benetton will take centre stage on the third day of the congress. Chief Operating Officer Tommaso Brusò and Corporate Social Responsibility Manager Roberto Taiariol will speak about the company, its history - rich in colour and wool - and its commitment to sustainability. The guests - important representatives of the global wool industry - will also be invited to take part in a guided tour of Benetton's Castrette facilities.

A member of the IWTO since 2017, Benetton Group is the first European fashion company to have joined the organisation, demonstrating its concrete commitment to sustainability and transparency in the supply chain. The IWTO congress offers an excellent opportunity for Benetton to reaffirm this commitment and actively participate in discussions on important current issues, such as recycling, yarn traceability and animal welfare.

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

UNITED COLORS
OF BENETTON.



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.

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

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