

## **United Colors of Benetton is Back**

### **United Colors of Benetton launches U.S. Pop-Up in Los Angeles**

Santa Monica, Calif. – October 22, 2019 – Launching this October, United Colors of Benetton will open the doors to its first United States Pop-Up shop in more than 4 years. Located in the Santa Monica Place shopping center, the four-week Pop-Up event will begin on October 25, 2019, and conclude on November 24, 2019. Showcasing the brand's evolution into new approach to streetwear-inspired design and sustainable fashion under the artistic direction of Jean-Charles de Castelbajac, the Pop-Up will offer exclusive lines revealed in the 2019 Milan Fall Fashion show.

UNITED COLORS  
OF BENETTON.

The Pop-Up shop will be a physical monument to the brand's DNA, in which colourful energy, Italian knitwear expertise, creative details and sporty-chic spirit mix together, bringing a contemporary, pop universe to life. The shop is also a representation of our broad ecommerce offerings. "With the exception of the clothing on display, the Santa Monica Pop-Up will operate without any inventory," says Andrea Rossetto, United Colors of Benetton's U.S. Representative. "Customers will be able to try on and interact with the clothing, but then all purchases will be made through the in-store online portal and shipped directly to the customers' home."

Benetton is a world industry leader in fashion and production. Always committed to reducing the environmental footprint of its activities, the company has implemented responsible and sustainable management of its operations to build a better environment for the fashion community. Most recently, United Colors of Benetton pledged that by 2025, 100% of the cotton used by Benetton will be sustainable: organic, recycled or sourced from Better Cotton Initiative (BCI) farmers.

Additionally, all items will be available through the new U.S. ecommerce platform [us.benetton.com](https://us.benetton.com). Shipping is free with a purchase of more than \$50; free returns and exchanges are also available.

#### **Benetton Group**

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 color, 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.

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