

## **WELCOME HOME, BENETTON**

*Color, warmth and sustainability: the new United Colors of Benetton collection adds a touch of optimism to every room in your home*

Ponzano, 23 gennaio 2020. Pillows and blankets, towels and doormats, pans, wooden cutlery and more. Starting March/April 2020, color will make its way into homes the world over, thanks to the new Casa Benetton collection.

Casa Benetton – which brings the Treviso brand’s optimistic and colorful personality to the homeware market – is the result of an exclusive, worldwide agreement with Bergner, the largest European distributor of home decor products.

UNITED COLORS  
OF BENETTON.

Casa Benetton includes three main categories: home textiles, tableware and kitchenware. And while the collection is focused on the main areas of the home – bathroom, bedroom, kitchen and living room – it also features other items, like beach towels.

The articles in the collection combine Bergner’s functionality with Benetton’s unique style and feature alternating color block and geometric patterns as well as colorful prints and delicate designs. The result is a collection that satisfies all tastes, without compromising on quality.

The entire collection is based on sustainability, a value and know-how shared by both Benetton and Bergner. Casa Benetton products are indeed created with respect for the environment: raw materials are carefully selected and constant efforts are undertaken to improve the efficiency of processes along the entire supply chain.

The Casa Benetton collection will be presented at the main specialized trade fairs and sold in specialized stores, shopping centers and home departments of the main retailers around the world.

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