

Benetton Group – Press Note

UNITED COLORS
OF BENETTON.

Ponzano, 30 August 2024. Andrea Incontri has announced he is stepping down from his role at Benetton Group.

Reached by mutual agreement between the designer and the company, the decision fits within the ongoing organizational restructuring. The goal is identifying a management team who will support CEO Claudio Sforza in facing a new phase of rationalization and relaunch.

Creative and design activities will continue to be carried out by Benetton Group departments, as part of a process of growth and enhancement of in-house resources.

The designer and Benetton Group express mutual gratitude for the time spent together.

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