

BENETTON GROUP ACCELERATES ITS DIGITAL TRANSFORMATION: BENETTON AND SISLEY WEBSITES MOVE TO SHOPIFY

The migration of the flagship websites is part of CEO Claudio Sforza's strategy to strengthen the e-commerce channel. Goal: simplify processes and make the shopping experience increasingly seamless and innovative.

Treviso, 25 June 2026 – **Benetton Group** has strengthened its digital strategy with the successful migration of the [benetton.com](https://www.benetton.com) and [sisley.com](https://www.sisley.com) e-commerce websites to the **Shopify platform**. The move marks the transition to a more agile and scalable technology architecture that enables faster responses to changes in the global market.

UNITED COLORS
OF BENETTON.

The initiative is part of CEO **Claudio Sforza's** strategic plan, aimed at enhancing the e-commerce channel and aligning the Group with industry best benchmarks. The project follows the governance reorganization that came into effect in January 2026, which led to the creation of **Benetton E-Commerce**, a company dedicated to managing and developing the online business, with the goal of generating 20–25% of the Group's total revenues from digital channels in the coming years.

The digital transformation is gaining further momentum through the strengthening of the **logistics hub in Castrette di Villorba** (Treviso). Thanks to the recent establishment of "**Logistic 360**", a joint venture with Poste Italiane - Italy's leading postal services provider-, online order management can rely on one of the most advanced distribution centers in Europe, equipped with a fleet of next-generation robots specifically dedicated to optimizing storage and picking for e-commerce.

The move to Shopify enables Benetton Group to radically simplify management processes to reach and engage an increasingly young and connected customer base. Key updates introduced to improve the customer journey include:

- **Simplified checkout:** a streamlined one-page checkout experience.
- **Returns management:** a more intuitive post-purchase experience for users.
- **Shop app integration:** a personalized shopping destination from Shopify where hundreds of millions of buyers globally discover and shop, is already delivering strong performance.
- **Cost optimization:** the adoption of Shopify Payments, which reduces transaction fees, improving channel margins.

The modernization effort has involved the entire suite of related applications, from loyalty programs to marketing communications, which are both now more effective and better integrated.

The migration, completed in a short timeframe thanks to full integration between the IT and e-business teams, has transformed e-commerce processes, putting technology at the service of more agile and execution-

focused management. Following this initial replatforming phase, centered on infrastructure robustness and efficiency, the project will continue with a visual and functional restyling of the websites aimed at offering an increasingly engaging user experience aligned with the identities of United Colors of Benetton and Sisley.

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