

BENETTON IN THE HEART OF STOCKHOLM

The new store opens on Hamngatan

Stockholm, 13 March 2008. Benetton Group opens today its new single-brand store on Stockholm's exclusive Hamngatan, the prestigious shopping street in the centre of the Swedish capital, opposite the Kungsträdgården park. The store has an area of some 300 square metres on one floor, with windows on two sides looking out onto the street and inside PK *huset* connecting to NK, one of Stockholm's top department stores.

UNITED COLORS
OF BENETTON.

The new store stocks the men's and women's ranges in the United Colors of Benetton collection. For next spring/summer, the collection centres around a great exuberance of colour, dynamic style, youthful elegance and an international spirit. This prestigious new store will highlight Benetton's image not only as a global fashion company, but also and above all as the promoter of an open, international lifestyle.

The TWINS store concept highlights the collection's various themes through the use of appropriately separated spaces and a variety of materials and design elements. The walls in the women's department are greyish teal, which makes the white-painted partitions stand out, especially when displaying the colours of the United Colors of Benetton collections. The men's department is in darker colours and divided into dedicated zones.

The opening of this megastore is a sign of the Group's interest in the Scandinavian area (Sweden, Norway, Finland and Denmark), where it has approximately 110 stores. Benetton, with this new store, boosts its presence in the Swedish capital.

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