

BENETTON ON CANVAS DEBUTS IN DUBAI

First United Colors of Benetton opening with the new store format in the Middle East

Dubai, February 17th 2016: Benetton's flagship store at The Dubai Mall re-opened today with the brand's newest retail concept, *On Canvas*. The new layout presents an evolution of the Benetton store, conceived as an encounter between its history and modernity, between quality and customer care - which is central to an authentic design - between technology and emotional experience.

The central element of the store is the loom, serving as a light, simple but a solid and almost invisible structure, around of which seasons, collections, colours and materials are created. Symbolising tradition and craftsmanship, and now also emblematic of innovation, the loom enables all kinds of transformation within the store – materials, canvases and spaces alter and change, creating infinite possible solutions that are tangible metaphors for an ever-evolving brand.

Conveniently located on Level 1 of The Dubai Mall (the largest mall in the world with an average footfall of 85 million a year), Benetton's redesigned space boasts the most modernized store architecture. The store, spread across 400 square metres, offers an enhanced shopping experience with an extended open floor environment, as well as exciting visuals, expressive fixtures, and stylish props.

With a large retail presence and strong foothold in the market, Benetton has been present in the UAE for over 30 years - in partnership with Easa Saleh Al Gurg Group - with three stores across seven Emirates. "The Group is proud to count Benetton among our valued partners. As we celebrate the opening of this flagship store, we look forward to offering customers a unique shopping experience. As consumer expectations continues to rise, innovation is the key. We now add a new element in fashion retail within Dubai perfectly in line with the ever evolving brand essence of Benetton," said Abdulla Al Gurg, Group General Manager.

"We chose Dubai as the first stage of our relaunch in the UAE because it is a city of international significance and from here we will start to strengthen our presence in other countries" said Marco Messini, United Colors of Benetton Chief Distribution & Sales Officer. "We are glad to be here in this important and strategic moment once again together with one of our long-standing partners, Easa Saleh Al Gurg. This proves how much our company considers its commercial partners decisive for its development."

United Colors of Benetton celebrates the new store with the launch of the brand's Spring Summer 2016 collection, a range influenced by lifestyle sensibility, rich color palettes, and juxtaposition of patterns and textures. The collection features designs for Women, Men, Kids and toddlers and caters to a wholesome family experience.

UNITED COLORS
OF BENETTON.

Having already made its debut in Milan, Moscow, Lisbon and Paris, the *On Canvas* concept is a new ambassador for the United Colors of Benetton identity. It goes on to prove that Benetton, an Italian brand par excellence, doesn't limit itself to designing fashion for the public, but puts the client at the centre of an experience developed around design, technology and emotions.

About Benetton Group:

Today Benetton Group is one of the world's best-known fashion companies, present in the most important international markets through a network of about 5,000 stores. Benetton 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.

United Colors of Benetton stores in Dubai are present in Dubai Mall and Mall of the Emirates. The shops are characterized by colour, young fashion and dynamism and offer trendy wear with a strong Italian character, which are inherent parts of United Colors of Benetton.

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