

BENETTON OPENS IN ROME THE FIRST PILOT STORE DEDICATED ENTIRELY TO ACCESSORIES

Ponzano, 30 August 2007. The first Benetton store given over entirely to accessories officially opens today in Via Tomacelli in the centre of Rome. On a single sales level, for a total of 200 square metres, the store is totally new in terms of philosophy and image. It presents the best in Benetton accessories, footwear and clothing complements for men and women, with every detail designed to create an atmosphere of strong impact and charm, where customers can feel totally at ease. Following this first location in Rome, the store opening programme is to continue in Italy and the rest of Europe in coming seasons.

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As a contrast to Rome's architectural richness, the new accessories store focuses on a refined concept which plays on the use of distinct elements; coppered metal and the purity of the white, which dominates the interior where light plays an essential role. The fixed shelf units – a totally new idea for Benetton stores – are lit by leds for an optimal display of the product. The very high ceiling is shielded by small "screens" which add dynamism, emphasising the effects of the lighting system. In the numerous "islands" with seats customers can simply relax or try shoes and choose their purchases in complete tranquillity.

One of the walls, covered with a special and innovative spherical film, enables photos and videos to be projected non-stop with any light available without altering the quality of the image. The windows display giant, 4 metre, golden silhouettes which replicate the human figure. A video projected inside stars male and female models who imitate the poses of the "giants" in the windows.

The frequent changes in products in the windows will be echoed by changes in the store layout, reflecting the chromatic trend of the key accessories of the moment.

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