

## **BENETTON OPENS ITS DOORS IN THE NEW BIRMINGHAM BULLRING**

Birmingham, 4<sup>th</sup> September 2003. Benetton opens its doors today in the brand-new Bullring shopping centre, located in the heart of Birmingham. The megastore, strategically positioned opposite the busy St. Martin's Square, is characterized by its instantly visible 16 metre glass front adorned with full-height figures.

UNITED COLORS  
OF BENETTON.

With a total area of approximately 2,000 square metres over two floors, the megastore offers a cosmopolitan range of dynamic, original collections, characterized by quality, colour and energy. On the ground floor United Colors of Benetton's womenswear and Undercolors collections, and a wide range of accessories, offer a total look for every moment of the day. Up a level, the group's trend-setting brand Sisley, with its beautiful clothes for both men and women, and the fun young line THE HIP SITE, are both available.

The megastore houses the new TWINS interior design concept, created to efficiently express the different styles of the Benetton collections. The furnishings are structured to display single product themes, with the aim of putting the customer at ease, both through the simplicity and clarity of the display and the creation of a warm, welcoming atmosphere. A constantly changing wall of light accompanies customers as they move between floors.

Instore services include a free personal shopping service. Customers will be able to book an appointment with a personal shopper to accompany them around the store, advising on colours and style. There is also a touch screen video-messaging system, *United People*, which enables customers to chat with people in different Benetton stores or to leave personal video stories for others around the world to view. By making a short video message at the United People kiosk in the store, customers also have the chance of becoming the next face of Benetton in Birmingham.

The continuously updated collections and high quality customer services ensure that Benetton stores are the best international showcase for the Group's brands, style and image. The opening of this new megastore is a further step forward in the international network expansion programme bringing Benetton's image and style to the leading shopping streets of the world's major cities.

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**High-resolution images are available in the section:**

[Image Gallery – Stores – UK – Birmingham](#)