

BENETTON'S LONDON MEGASTORE AT OXFORD CIRCUS EXPANDED AND REDESIGNED as part of its megastore network expansion programme in the United Kingdom

London, 15th May 2001 – The Oxford Circus megastore, larger and more eye-catching than before, will be officially opened today by Luciano Benetton. Following its recent restoration and expansion, the store's overall surface now covers 3,000 m². With its new second floor and fresh megastore concept that reflects the Benetton Group's open, universal philosophy, the welcoming and airy London store, one of the biggest in the world provides an ideal shopping environment.

UNITED COLORS
OF BENETTON.

In the United Kingdom, where Benetton currently has around 100 outlets, the megastore expansion programme is continuing briskly. The stores in London (Oxford Circus), Cardiff and Southampton will soon be joined by four new sites in the capital (High Street Kensington, Brompton Road, Oxford Street, Brent Cross) as well as a new Sisley megastore (High Street Kensington). Other openings planned around the country regard, in particular, Birmingham and Manchester.

The crisp, minimalist design of the Oxford Circus store provides the perfect background for the United Colors of Benetton's full range of vivid collections. The choice of decor contributes to this effect with brilliant white materials set off by pale grey fixtures and white wood. The men's collection is housed on the ground floor. The women's ranges spread across the two upper floors and include accessories on the first floor and beachwear on the second. The children's department is on the lower-ground floor.

Restoration of the façade of this impressive Grade II listed building, with its full-height windows, has been carried out respecting the existing Beaux Arts ornamentation. Wide, bronze-framed glass doors open towards the interior creating a natural passageway that invites passers-by to leave busy Oxford Circus and Regent Street behind them to enter the Benetton *world*.

The Oxford Circus megastore's renovation is part of the international network expansion programme that is bringing Benetton's image and style to the leading shopping streets of the world's capitals. These megastores – some of which are company-managed – are the Group's answer to a market in which the customer has everything and therefore needs to be intrigued and attracted by the design, atmosphere and quality of the outlet's services.

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High-resolution images are available in the section:
Image Gallery – Stores – UK – London