

Genoa: a new Benetton megastore opens in the historic setting of the former Orfeo Cinema

Genoa, 3 October 2008. Benetton's most prestigious megastore in Liguria opens today in Genoa in the magnificent setting of the former Orfeo Cinema in Via XX Settembre. This fine building, which is protected by the Fine Arts authority, opens to the public once more after a period of major restoration during which the original façade was carefully preserved. Benetton's new 2,000 m² store is in the commercial heart of the city, on the corner with Ponte Monumentale and overlooked by the ancient church of S. Stefano. An evocative blend of the brand's commercial modernity and the city's ancient beauty.

The new store occupies two sizeable floors filled with the styles and appeal of the Benetton world. Benetton Man and Woman collections and the Accessories range are on the ground floor. The first floor is devoted to mothers and children. Each collection is distinguished by its own display concept. The flexibility of *Twins* fittings creates a new, engaging look for the Benetton Woman and Man displays. *System* was designed to enhance the two main children's collections (*Baby*, for newborns and 1-5-year-olds, and *Kid*, for 6-12-year-olds) and the range for expectant mothers. Lastly, *Frame* is an elegant accessories display concept which plays on the contrast between copper-coloured metal and the crisp white of the store interior.

The four imposing windows looking onto Via XX Settembre lead into the warm, colourful Benetton world which this winter offers its customers a wide range of apparel with great style, glamour, originality and fashionable looks.

This major flagship store in Genoa further consolidates Benetton's strong presence in Liguria, where the group has some 80 stores in the main towns. Benetton's sales network expansion plan for the region continues at full pace with numerous new openings in the coming months, notably in the provinces of Genoa and Savona.

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