

Benetton Group continues to consolidate its organisation

GIOVANNI PERACIN IS THE NEW DIRECTOR OF THE PLAYLIFE BUSINESS UNIT

Ponzano, 30 June 2011. Giovanni Peracin is appointed new Playlife Business Unit Director as Benetton continues to strengthen its management organisation. Peracin will work on the evolution and international development of Playlife, the leisure brand of Benetton Group.

"I am pleased to welcome Giovanni Peracin," said Alessandro Benetton, executive deputy chairman, Benetton Group, "as I am sure his experience, acquired in Italy and internationally, will play a determining role in strengthening the team of a brand that is still young and has great potential in the Italian and world markets. His work will help to advance Playlife's contemporary style, adopting a specific approach for each target market to guarantee clear product identity and a well-defined, strong, consistent image across the store network."

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Giovanni Peracin stated, *"I am very proud to be part of the Playlife project: innovation and experimentation are what the Group was built on. With such brands as Playlife, Jeans West, Killer Loop and Anthology of Cotton, I believe we have everything it takes to make a difference in the market".*

Giovanni Peracin, 41, graduated in political science from the University of Padua. He previously worked for Gruppo VF Jeanswear for which, in 2008, he became Country Manager of Wrangler for Spain and Portugal and, in 2009, was appointed Sales and Marketing Director of Lee Jeans in Italy.

Before that, he acquired a broad range of professional experience in positions of responsibility with other major international fashion groups such as Levi Strauss & Co, Loewe (LVMH Group), Nordica/Benetton Sportssystem.

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