

NEW BENETTON MEGASTORE OPENS IN THE HEART OF STUTTGART

Munich, 7 April 2004. A new Benetton flagship store was inaugurated today in the capital of Baden-Württemberg, at Königstrasse 10c, by Luciano Benetton.

The new megastore, located in the centre of the shopping area of Stuttgart, a few steps away from the Schossplatz, covers four floors for a total surface area of around 2,000 square metres, displaying the full range of the United Colors of Benetton and Sisley collections for men, women and children, set off by a wide range of accessories.

UNITED COLORS
OF BENETTON.

The basement area is devoted above all to young women, offering them a wide range of trendy items, underwear and accessories. The ground floor is mainly dedicated to casual womenswear collection, while the first floor is intended for women who prefer a more classic and traditional style. Menswear and childrenswear collections are presented on the second floor.

The megastore interior was designed in line with the new TWINS concept for greater impact in displaying the various styles of the collection. The wall fixtures are structured in a functional pattern according to the individual product themes, and to make customers feel at ease both through easier access provided by the clear-cut, user-friendly display and the creation of a warm and welcoming atmosphere.

This new point of sale strengthens Benetton's presence in the German market, whose economic growth is viewed by the group with optimism and confidence. For this reason new stores have been opened recently in many German cities, including Cologne, Dortmund, Hamburg and Munich.

Thanks to the well-assorted range, regular restocking and high quality customer services, the United Colors of Benetton megastores are nowadays an example of the best international showcase of the brands, style and image of the Benetton Group. This new opening is a further step in the process of expansion of the retail network, aimed at bringing the Benetton image and style to top shopping streets in the major cities of the world.

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High resolution images are available in the section:

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