

NEW BENETTON MEGASTORE OPENS ITS DOORS IN HONG KONG

From the United Colors of Benetton and Sisley lines to Playlife and Killer Loop sportswear and Fabrica Features, the megastore offers a host of exciting new ideas

Hong Kong, 4th September, 2003. A new Benetton megastore opens today in Tsimshatsui of Hong Kong at 23 Nathan Road, one of the territory's most prestigious shopping areas.

UNITED COLORS
OF BENETTON.

The megastore has a retail area of about 1,300 square metres over two floors and offers a cosmopolitan range of dynamic, original collections, characterized by quality, colour and energy. Benetton's womenswear, menswear, childrenswear and accessories provide a total-look for every moment of the day and are complemented by the trend-setting Sisley brand. The offer is completed by the group's sportswear lines Playlife and Killer Loop, making their debut on the Hong Kong market.

The new megastore houses not only the fashion collections, but also *Fabrica Features*, a new network of cultural and commercial spaces (the first examples are already open in Bologna, Italy and Lisbon, Portugal), where concerts, art performances, lectures, exhibitions and workshops become opportunities to gather and meet. The first exhibition "*Fabrica 1994/03. From chaos to order and back*" will run until mid-October. Within *Fabrica Features* there is also room for cultural "products" which define modern life: cds, books, videos and design objects created by *Fabrica*, or selected across the world. A touch screen video-messaging system, *United People*, enables customers to chat with people in different Benetton stores or to leave personal video stories for others around the world to view.

The store's unique shopping experience will be completed by the in-store Illy café which from November will offer customers the opportunity to take a relaxing break and spend time with friends.

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 – Hong Kong](#)