

Benetton Group has signed a worldwide licence agreement for home-textiles with the Turkish company Zorlu Holding
SISLEY: AT HOME AROUND THE WORLD

Ponzano, 1st June 2005. The Benetton Group has signed a worldwide licence agreement for **Sisley Casa** products with Zorlu Holding, one of the major Turkish groups, who will also make significant investments in communication for the project.

The agreement, valid from 2005 to 2009, provides for the production and worldwide distribution of home-textiles, in department stores and specialist outlets, in addition to the network of Sisley stores. The first collection, for the 2005 Fall-Winter season, will be launched at the end of August in five flagship stores of the Benetton Group, in Paris, London, Madrid, Milan and Palermo.

Each collection, which will reflect the principal themes of the Sisley clothing collections, will include four categories of products for the home – kitchen, bedroom, bathroom and living room – each available in five lines (Black & White, Vintage, Soft, Shiny, Basic).

Sisley Casa products will be sold in specially designed spaces, defined by the new concept *Pentagram*, introduced for the Sisley brand in 2005, where black (the brand's emblem colour) becomes the key feature of furnishing materials, perimeter walls and ceilings, to create the atmosphere and identity of an avant-garde look for the home.

Zorlu Holding, founded in 1950, is today one of the biggest conglomerates in Turkey. It operates internationally and in various sectors: electronics and computers, financial services and energy production, in addition to home-textiles. With regard to the textile sector, Zorlu has a sophisticated international production network that guarantees high product quality.

The licence agreement with Zorlu Holding follows agreements recently signed by Benetton Group with the American company Mattel, for the *Barbie® Loves Benetton* girls' clothing collection, and with the French company Selective Beauty, for perfumes.

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