

**S I S L E Y**

## **SISLEY MOVES INTO E-COMMERCE**

**The fashion brand will be on sale online from  
October 23rd.**

Ponzano, 23 October 2013. Sisley presents its seductive yet approachable fashion and contemporary wardrobe online. The brand's new [shop.sisley.com](http://shop.sisley.com) e-commerce website offers a captivating purchasing environment for the women's, men's and accessories collections where the bywords are passion for its discerning, cosmopolitan audience, stylish impact, attention to details, interaction.

Built on the *shop the look* principle, the e-shop showcases the iconic, sensuous world of Sisley's styles and clothing combinations. In a bold, logical way, it presents the values and scope of a brand which, with more than one million Facebook fans, is an on-trend emblem for the social network generation.

Key to Sisley's sales strategy, the online channel's objective is to strengthen the brand's positioning through a shopping experience that is consistent with its overall image. From store to website, FB to tumblr, campaigns to tweets, apps and e-commerce, everything about Sisley speaks the same language.

For Sisley, e-commerce is about quality, attention to detail, information and customer service. Customers, reached through a specific digital advertising campaign, can register on the website and be kept up-to-date about the latest developments, ideas for the season and trendsetting looks. Purchases may be returned and exchanged with no further costs within 15 days of purchasing. When the e-shop is fully operational it will include a live chat service offering customers real-time, continuous assistance.

Sisley's e-commerce launches in Europe, where its e-shops will open in 28 nations simultaneously, including Italy, Germany, the United Kingdom, Spain, France and Scandinavia, and will progressively expand to Japan and the United States.

[sisley.com](http://sisley.com)  
[benettongroup.com/media-press](http://benettongroup.com/media-press)  
[shop.sisley.com](http://shop.sisley.com)

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