

SISLEY opens its first India store in New Delhi.

New Delhi, 28 October 2006. Sisley lands in India with its first store that is to open in one of the liveliest shopping streets in New Delhi and is to become a landmark for all the city's fashionistas.

The new Sisley store is an on-trend space - almost 400 square metres on two levels, with the womenswear collection on the ground floor and men's collection at the lower level, both enhanced by the range of accessories. The interiors have a damasked black décor, a recurring Sisley feature also included in the collection, and display structures with a continuous shiny white strip and suffused mood lighting to give the impression of a discreet, private and highly personal shopping experience.

Attending the inauguration of the new store, Luciano Benetton, chairman of the Benetton Group, said: *"It is a great pleasure for me to announce the opening of the first Sisley store in Delhi. The launch of our trendsetting label in India strengthens Benetton's presence on a market that is strategic for us, and with which relations are becoming increasingly strong and profitable. The expansion plan includes not only the opening of new stores in Delhi, but also the exporting of this experience to other major Indian cities. I am certain that Sisley will gather the same success and the same admiration which sophisticated Indian customers have shown United Colors of Benetton".*

The Delhi store is starting out on its venture with the Sisley womenswear and menswear collection for autumn and winter 2006/2007, which is fully in line with the latest trends due to its wealth of inspiration and the moods interpreted by the various lines - from urban chic to English country, sexy underground to the new Lolita, muted ethnic to sophisticated military. All this set off by the "right" accessory, designed to enhance a look or simply to be trendy per se, as is only right for a label with a strong personality.

With 850 retail outlets distributed all over the world, Sisley is a presence in the fashion industry and a very distinctive style of dressing, a label that is trendy yet always with good taste and restraint. Since 1968, the year of its incorporation, to date, Sisley has stayed true, season after season, to this vocation as an avant-garde name. Credit goes to the designers, always one step ahead of current style, who thought up and produced the collections. Credit also goes to the advertising campaigns produced by the equally irreverent

and impactful camera shots of Terry Richardson, which have contributed to publicising its strong and trendy image.

Note to Editor

The Benetton Group, founded in 1965 in Ponzano Veneto, near Treviso, in northeast Italy, is currently one of the greatest clothing companies on the world market, with a presence in 120 countries. The Group has a consolidated Italian identity of style, quality and enthusiasm, reflected in its labels which are all well known internationally: *United Colors of Benetton*, casual styles, *Sisley*, more fashion-orientated, *Playlife*, leisurewear, and *Killer Loop*, streetwear. Benetton has a total production of around 115 million items a year. The retail network of 5,000 stores in the world offers customers high-quality services and generates total revenues of around 1.8 billion euros.

For further information:

+39 0422519036

www.sisley.com

www.benettongroup.com/press