

The new megastore for Benetton's trendy brand opens in Bari in the historic location of Palazzo Mincuzzi
THE MOST PRESTIGIOUS SISLEY SHOWCASE IN SOUTHERN ITALY

Bari, 12th September, 2002. The most prestigious Sisley megastore in southern Italy has been opened today in Bari by Luciano Benetton in the beautiful setting of Palazzo Mincuzzi, the historic Liberty-style building, protected as part of the cultural heritage. For the occasion, it is being returned to the city after major restoration work that kept intact its early 20th century architectural appearance. The new sales point of the Benetton group's trendy brand expands over 1,500 square meters of this location that is emblematic of stylish shopping in Bari and set in the heart of the city on the corner of the Sparano and Putignani streets.

Under the gold cupola (covered by some 50,000 gold-plated details) that stands over Bari, the new Sisley megastore covers four floors. Two of these, the first and second, are arranged around a large empty space that opens brightly onto the ground floor. The interior design fully respects the Art Nouveau style and creates a fresh, relaxing and elegant atmosphere. It features the use of materials such as rosewood, steel and polished ivory-lacquered wood for tables and display panels, luminous glass blocks framed in concrete (on the ground floor) and decorated rough vintage tiles for the floors.

To celebrate the important reopening of Palazzo Mincuzzi, the Sisley megastore is hosting an exhibition of photographs taken from Sisley's provocative campaigns created by Terry Richardson. The dynamic, sexy and non-conformist image of the Sisley brand is the main character of the event, also through a show window: seven "living shop windows" are brought to life by young models that recreate the dark spirit of the latest Richardson's campaign.

The new Sisley location will offer the qualified Barese public, who has been going to the historic boutique of the Mincuzzi brothers for decades, Sisley's complete women's and men's collections, fine tuned with those people who follow trends with its high-fashion pieces. The Sisley designer team has been focusing on everything that is fashion today and will be fashion tomorrow and it is receptive to influences and trends, aware of all that attracts young generations, without setting aside an accurate sales approach that aims to give excellent quality and value.

With the completeness of their products, constant updating and quality services, the Sisley and the United Colors of Benetton megastores are now the top international showcase for the brands, the style and the Benetton image. Their international network, including direct management, is growing very fast. At the end of June 2002, the number of megastores in the world, over 120, has virtually doubled since the first half of the preceding year.

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