

UNITED COLORS OF BENETTON UNVEILS ITS RECENTLY REFURBISHED FLAGSHIP STORE TODAY IN MIAMI

Miami, 7 December 2012. Set against the backdrop of Design Miami / Art Basel, the event dedicated to some of the world's most famous design and art, the United Colors of Benetton's totally refurbished flagship store re-opens its doors to the public. Pulsating with Fabrica's creative ideas, which for the occasion celebrate design, art and fashion, it is a project that speaks to the consumer and the world of Design/Miami.

The opening of the United Colours of Benetton store, which coincides with Design/Miami, marks one more step in Benetton's intention of restyling its US outlets. It all began in New York last September in the heart of SoHo, with the launch of a temporary Pop Up store - a space for celebrating the fusion of art and business through the creative look of coloured, trendy knitwear that is characteristic of the brand. This was followed immediately by the transformation of the Chicago Megastore, which was unveiled as part of the White Dress Project, staged in conjunction with the The School Art Institute di Chicago. Three events that all have in common a strong push towards renewal and design experimentation, style, the retail experience and so many innovative opportunities to showcase the brand's legacy in the world of knitwear and colour.

The Miami store is an intermingling of the atmosphere of South Beach and the Art Deco district with the multi-cultural and artistic thrust of the city: the outcome is airy spaces, rich in colour and décor, capable of creating connections and continuity with the vibrant life of the city outside.

In this context the designers from Fabrica, the research centre on group communication, have also played their part by organising some of the exhibition sets and creating the murals adorning the interior walls and columns. Also courtesy of Fabrica, in connection with Design Miami, is *Tutti Frutti*, a new collection of glass objects, namely ten limited-edition sculptures intended for holding fruit on or for serving fruit from. It is an intriguing combination of the pure transparency of the glass and the naturalness of fresh fruit. They are on show simultaneously at the UCB store and at Cristina Grajales, the New York art dealer's stand within the trade fair.

**Flagship
Benetton South Beach
670 Collins Avenue and 7th st.
Miami**

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