

UNITED COLORS OF MÜNCHEN

Benetton's largest German flagship store opens in Munich

Munich, 7 April 2006. A very colourful, Italian atmosphere has invaded Munich's pedestrian zone since the beginning of April. The new Benetton flagship store, the biggest in Germany, has opened its doors on Kaufingerstrasse, offering a magnificent view of the city's most famous landmark, the twin towers of the Frauenkirche.

In a new building with an elegant glass façade a sales space of some 3,000 square metres, on three floors, displays the whole world of Benetton fashions: United Colors of Benetton and Sisley collections for women, men and children, the Playlife and Killer Loop collections and a vast selection of accessories.

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OF BENETTON.

The huge range enables customers to create a total look tailored to their style: the ground floor offers casual clothes for the young, sporty woman and a line of accessories; the more traditional, classic UCB and Sisley's women's apparel and the Undercolors collection are on the first floor; UCB fashions for children and mothers-to-be and a wide choice of UCB and Sisley clothes for men on the second floor.

The Sisley area on the first floor includes an elegant café, ideal for taking a break to enjoy an authentic cappuccino or latte macchiato. The café's edgy shiny black lacquer and smoked glass décor highlights the contemporary mood of Benetton's cutting-edge fashion brand.

TWINS, UCB's store-fitting concept, emphasises the collections' various themes through appropriately divided spaces using different materials and design elements. The white walls are a particularly effective foil for the colours of the United Colors of Benetton collections.

This big, new store is a further step in the expansion of Benetton's German sales network. The development plan includes not only the enlargement of existing stores, but also major new stores in many German cities, such as those already opened in Berlin, Bremen, Stuttgart, Cologne, Hamburg and Munich-Riem.

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