

UNITED COLORS OF BENETTON GOES PINK IN PLACE DE L'OPÉRA

Artist Jordane Saget and an array of special guests celebrated the reopening of United Colors of Benetton's Paris flagship store, fitted out in the new Pink Box temporary concept that offers an engaging experience of the brand and its collections

Tuesday 17 May, Paris – This evening, **United Colors of Benetton** celebrated the reopening of its **Place de L'Opéra flagship store**, with a grand party attended by hundreds of talents from the fashion industry and beyond.

The renovated location was fitted out in the new "Pink Box" temporary/pop-up concept, launched in Milan during Fashion Week last February and being rolled out in other European locations in the coming months. The entire store is colored pink – from the floors to the interior décor, the checkout counter and the shelves – to create a fresh, engaging visual experience that offers visitors the chance to immerse themselves in the Benetton world, while at the same time emphasizing the hues of the apparel.

The Spring Summer 2022 collection inside the store is a hymn to color. Between pastel shades, colors block and all-over details, the clothes make up a cheerful, multitasking and environmentally friendly wardrobe, in which organic cotton, linen blend denim, recycled yarns and eco-sustainable viscose stand out.

An array of fashion industry icons and new generation French creative talents flocked to Place de l'Opéra to pay homage to the new concept store. Among them were **Jean-Charles de Castelbajac, Camille Janssen, Pierre Painchaud and Ludovic Fontanel 'The Tryers', Taika, Baby Suki, Abigaëlle, The Diann, Alice Moitié, Nix, Zoé Lenthal, Émile Pony, Lily Tai''eb, Goldie Williams, Benjamin Eymere and Twin Sisters.**

The event featured a **performance by Jordane Saget**, the Paris-based contemporary and street artist, whose work has contributed to shaping the city's visual identity for over a decade. The **DJ set** was played by **Le Diouck, Joséphine de La Baume, Elliot and Bamao.**

BENETTON GROUP

Benetton Group is one of the best-known fashion companies in the world, present in the most important markets in the world with a network of around 4,000 stores; a responsible group that plans for the future and lives in the present, with a watchful eye to the environment, to human dignity, and to a society in transformation.

The history of Benetton is built on innovation - seen in its bright colors, the revolution of the retail outlet, unique sales networks, and universal communications that have always been social talking points and aroused cultural debate - and now the firm has taken up the challenge of globalisation, with constant investments and a competent, flexible organisation that takes change in its stride.

UNITED COLORS
OF BENETTON.

The Group has a consolidated identity comprised of colour, authentic fashion, quality at democratic prices and passion for its work: these values are reflected in the strong, dynamic personality of the brands United Colors of Benetton and Sisley.

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