

BENETTON PREVIEWS ITS NEW BENETTON HOME COLLECTION

United Colors of Benetton is opening a pop-up store near Piazza Gae Aulenti during Milan Design Week to preview its new homeware collection

Ponzano, 17 April 2023. On the occasion of Milan Design Week, United Colors of Benetton is raising the curtains on its new **Benetton Home** collection. The presentation will take place in a **pop-up store** in Via Capelli 1, just around the corner from Piazza Gae Aulenti, one of Milan's most dynamic destinations, especially popular with lovers of design and architecture.

Inside the space, household items interact fluidly with **apparel from the fashion collection**, emphasizing the **Fruit of Desire** stylistic themes for SS 2023. Colourful pop prints of apples, cherries and pears permeate the kitchen, bathroom and bedrooms, featuring on plates, cups, aprons, tablecloths and placemats, bathrobes, towels, blankets, pillows and bed linen. Benetton style transforms the home into a vital place full of energy, where individuals and families can feel free to express themselves every day.

The main themes of the collection also define the layout of the pop-up store – an industrial space of almost 300 square meters, designed to amplify the brand experience. "A renewal of the image and layout of our commercial network is underway," explains Massimo Renon, CEO of Benetton Group. "For a couple of months this pop-up store with its original concept will represent a trial run of the Benetton store of the future, both in terms of product type and positioning."

During Milan Design Week, the **Benetton Home** collection – the fruit of an exclusive global agreement with Bergner - will be on sale in the Via Capelli pop-up store. From May, it will be available also online at [benetton.com](https://www.benetton.com) and in 25 United Colors of Benetton stores around the world, including Paris, London, Berlin, Lisbon, Istanbul, Vienna and Venice.

The pop-up store in Milan will remain open from 18 April to 15 June.

UNITED COLORS
OF BENETTON.

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