

**THE NEW SISLEY CONCEPT STORE COMES TO FLORENCE TO
CONNECT WITH *INDEPENDENT PEOPLE***

Following Milan, Barcelona, Paris, Rome and other key locations, Sisley opens its new Florence store in Via Roma, right in heart of the city.

Ponzano, 23 March 2011 - Florence is the new stop on the **Sisley Independent People's** innovative, free and colourful journey: the new Sisley store in Via Roma, a stone's throw from the cathedral in the artistic and business heart of the Tuscan capital, opens on Friday 23 March. Since the launch of the first **new Sisley concept store** in the San Babila district of Milan in September 2011, 17 other new stores have opened, forming a fascinating European tour, from Barcelona and Paris to Rome and Omsk, via Naples, Savona and Urbino, reflecting the brand's free, independent image. A further three Sisley concept stores will open by the end of March in Italy, in Modena, Sorrento and Udine.

These openings are confirmation of the continuing evolution of the Sisley brand and its spirit of independence that is not only expressed through the product, but is seen as the inspiration for a lifestyle of freedom, offering opportunities to experience it and effective languages to express it.

The new Florence concept store aims to welcome its customers as individuals, each with their own style and personality, in an elegant contemporary setting, where the fit and quality of fairly priced products are key elements in the personalisation of fashion trends. The store has a sales area of 500 square metres extending over two floors, with two entrances (from Via Roma and Via Tosinghi) and seven large windows, offering the ideal space for Sisley products to express the concept of "fashion reinterpreted for everyone".

The ground floor, dedicated to women, and the first floor, with menswear, are arranged in zones - total look, accessories, casual jeans, formal and function - where the main idea is to enhance displays with a "clarity of presentation" that enables customers to appreciate the looks proposed and to choose their colour and size in one simple move.

Frames focus attention on the products displayed, metal is used as a stage, with mesh curtains that evoke the texture of fabric, tables and display bases are designed like pages on which to lay the products, metallic hues shimmer in the light

and white creates a unifying dialogue: everything works together to transport customers into the Sisley atmosphere of freedom, where their choices are dictated by their own personality.

The new Florence Sisley store makes its debut with the **spring-summer 2012** collection, which is characterised by a subtly Seventies atmosphere expressed in a melting pot of styles and colours. The watchword for women is glam-rock elegance, always eminently feminine. For men, it is practicality, combined with the essential requirements of good taste and elegance. Everyday fashion, for all-day wear, interpreted with sophisticated fabrics, classical pieces and unconventional combinations, causal moods and the quest for style.

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