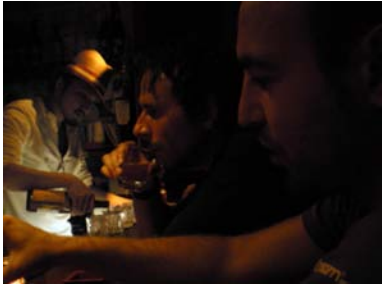


FROM THE BLOG



This week on the It's My Time blog, the **New York Diary** column has begun, offering snapshots of everyday life from the city where the photoshooting with the 20 contest winners will take place.

The first post investigates the backstage of one of the most popular professions for those who arrive in a new city: Bartender is the story of lives on both sides of the bar.

<http://casting.benetton.com/blog/bartender>

Highlights



Red Hair from lookbooks

<http://casting.benetton.com/blog/red-hair>



Glenn O'Brien on Supermodels

<http://casting.benetton.com/blog/supermodels>



Skating jungles in big cities by Boticapop (Mexico)

<http://casting.benetton.com/blog/surprises>



Tecno time by Lost in Fashion (Italy)

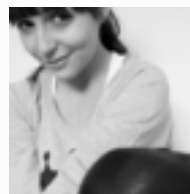
<http://casting.benetton.com/blog/tecno-time>

MOST VOTED OF THE WEEK



SARAH D., 14 year-old, Dominican Republic

<http://casting.benetton.com/users/8157-sarah-d>



Catarina Silva, 19 year-old, Portugal

<http://casting.benetton.com/users/1973-catarina-silva>



David "Asian Power!" Sheldrick, 19 year-old, Korea, Republic of

<http://casting.benetton.com/users/22269-david-asian-power-sheldrick>



Natalchou, 23 year-old, Czech Republic

<http://casting.benetton.com/users/9333-natalchou>

STATISTICS



215.000 visits

- **180 countries:** 1) Italy (26.000); 2) USA (16.000); 3) Germany (15.000); 3) France (14.000)

- **112 languages:** 1) English (60.000); 2) Italian (22.000); 3) French: (18.000); 4) German (17.000)

- **165.000** unique visitors **3.000.000** page views;

5600 competition entries



2700 fans; **59%** 25-34 years
72% females; **37%** males;



300 followers; **890** following