



The first PLAYLIFE concept store opens in Treviso: a new, fun shopping experience full of emotions, ideas and products as authentic as life itself.

WELCOME HOME

Ponzano, 29 September 2011. **Playlife** has turned its world into a **home**. Much more than a brand, much more than a store. Much more than a style. Playlife is a way of **experiencing the world**, of going to the **very heart of things**. An idea by Alessandro Benetton, Playlife is a **new story** which is yet to be told.

It starts in Treviso on 29 September, in the beautiful historical setting of Piazza dei Signori, with the opening of the first multi-brand store. The store is inspired by the loft apartment of a young artist, a citizen of the world who loves design, cinema, music. Someone who appreciates the tradition of skills and also responsible innovation, that improves our lives and protects our environment.

The inauguration will be a full-blown party amongst friends. A cocktail reception that will spill out onto the square to the beat of Seventies rock by *TAO Love Bus Experience*, a band that travels in a van, in the spirit of *Easy Rider*. And anyone who wants to dive headlong into the hippie atmosphere can get a henna tattoo.

The brand-new Playlife store has been designed to make you feel happy. Everything – from the warm-looking untreated wood, to the bed in the middle of the room, from ethnic rugs to the tiled kitchen – helps to turn shopping into an exciting, fun, friendly experience.

Playlife responds to our quest for authenticity and originality with its easy-to-wear clothing collections. **Playlife**, a blend of preppy moods and city sophistication; **Playlife Outdoor**, the big chill gets the town look; **Jean's West**, a "back to the future" of the Western frontier; **Killer Loop**, a mix of extreme sport and urban chic; **Anthology of Cotton**, feminine homewear and a wide choice of light-heartedly sexy accessories.

Playlife's research continues with a careful selection of eco-friendly accessories and products, such as **Heidi Ritsch** belts (made of recycled tyre rubber), **Dahon** folding bicycles, **Lomography** creative cameras and **Polaroids**, as well as shoes, bags and backpacks, eyewear, giftware, travel books. These products are all chosen for their history as quality brands and for their innovative content, with a special focus on recyclable materials.

After Treviso, the Playlife home will open in Bologna in October and in Milan by the end of the year, before moving into large and small towns across Europe in its search for style and authenticity.

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