

## **NEW COLLECTION PREMIERES BENETTON USA**

### **New Line Amplifies Sears Fashion Options for children and teenagers**

Ponzano, 9<sup>th</sup> June 1999. Benetton USA., a new line of fashions for children and teenagers, is being unveiled at a reception that will showcase the trend-right styles in a forward shop concept. Available exclusively at select Sears stores nationwide this fall, the new line will be housed in dedicated boutiques created to appeal directly to the younger customer.

*"The Benetton USA. collection is designed for the lifestyle of the youth market. By incorporating current trends into affordable fashions, the line is an outstanding addition to our collection of national brands "* said Robert L. Mettler, president merchandising Sears full-line stores.

UNITED COLORS  
OF BENETTON.

*"The Benetton Group has long been recognised for its trend-setting design capabilities, marketing savvy and merchandising expertise. The alliance with Sears allows us to strengthen our presence in the U.S. market with a fresh line that marries Benetton's international image with product in demand by the American youth culture"* said Carlo Gilardi, CEO of Benetton Group SpA.

With its mix of trend-forward activewear, the Benetton USA. line offers a range of up-to-date fashions, from v-neck knit tops, woven shirts, cargo pants and outerwear to camouflage fleece hooded pullovers and military-style sweaters. The line also features a modern career wear look for teenager girls, which includes co-ordinated blouses, pants, blazers and skirts.

The contemporary look of the collections is created with forward silhouettes and innovative fabrics such as microsanded poplin, French terry, cotton spandex and stretch microfiber. Additional fabrics include nylon, cotton and wool blends. With suggested retail prices ranging from approximately \$14 to \$68, the Benetton USA. line is available in the following American sizes: for boys in sizes 8 to 18 and S, M, L and XL tops; for girls in sizes 7 to 16 and S, M, L tops; for teenager boys in sizes 29 to 38 and S, M, L, and XL tops; and teenager girls in sizes 3 to 15 and S, M and L tops. The development of the Benetton USA. line represents the first partnership between Sears, Roebuck and Co. and Benetton Group SpA.

Benetton has been present in the U.S. market since 1980. It currently has approximately 200 stores in major North American cities. Recently, the company restored the famous Scribner Building on Fifth Avenue in New York, formerly the head office of Charles Scribners & Sons, the publishing house of Hemingway and Scott Fitzgerald, and opened one of the most prestigious Benetton megastores in the world.

Sears, Roebuck and Co. is a leading U.S. retailer of apparel, home and automotive services, serving more than 60 million households.