

## **A new megastore of over 4,000 m<sup>2</sup> in Corso Vercelli BENETTON MAKES IT BIG IN MILAN**

Ponzano, 11<sup>th</sup> October 2001. Four thousand square metres and more: the new megastore that will be opened today at number 8, Corso Vercelli, constitutes a vast Benetton outpost at the heart of Milan's commercial zone. Stocking the full range of United Colors of Benetton and Sisley collections, the new megastore presents the Group's image at its best: global, yet with uniquely Italian taste, character and attention to quality.

This vast retail environment spreads across two floors. The United Colors of Benetton collections for women, men, children and the home, plus the underwear collection of Undercolors of Benetton are on the ground and first floors. The Sisley boutique, on the ground floor, is the ideal showcase for the total look for men and women.

UNITED COLORS  
OF BENETTON.

White is the basic colour for the Benetton store's interior decor, giving emphasis to the colourful collections. The only exception to the rule are the touches of grey used to indicate vertical transit routes. Some areas, given over to particular product lines, feature white-painted wooden wall panelling. The relaxed, elegant atmosphere in the Sisley boutique is created by the soft colours of the materials used. The boutique's exterior has been decorated to attract attention with suspended mannequins and advertising campaign posters.

The opening of the Milan megastore is a further step forward in the international network expansion programme that is bringing Benetton's image and style to the leading shopping streets of the world's major cities. The megastores are the Group's response to a demanding market where the customer is tempted and attracted by the design and atmosphere of the store and the quality of customer services.

In 2001 the network has spread rapidly: the programme of new openings will reach its peak in the next few months when, coinciding with the autumn-winter collection, some 20 directly managed megastores will be opened in a number of major world cities including Paris (2 stores), London (2), New York (3), Barcelona, Bruxelles and Lisbon.

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