

## BENETTON GROUP

Benetton Group is one of the best-known fashion companies in the world, present in the most important markets in the world with a network of about 3,600 stores; a responsible group that plans for the future and lives in the present, with a watchful eye to the environment, to human dignity, and to a society in transformation.

The history of Benetton is built on innovation - seen in its bright colors, the revolution of the retail outlet, unique sales networks, and universal communications that have always been social talking points and aroused cultural debate - and now the firm has taken up the challenge of globalisation, with constant investments and a competent, flexible organisation that takes change in its stride.

The Group has a consolidated identity comprised of colour, authentic fashion, quality at democratic prices and passion for its work: these values are reflected in the strong, dynamic personality of the brands United Colors of Benetton and Sisley.

The development of the sales network, which occupies prime positions in historic town centres and shopping centres, is supported by a significant programme of investments around the world. The stores exploit highly modular settings to create spaces in which the collections, their colours and design are always at the centre of attention, and are presented in a retail context that is increasingly attractive, dynamic and interactive.

The constant attention for new things impacts also in sector like logistics: the coordination centre in Castrette (Treviso, Italy) is in fact one of the most modern industrial logistics complexes in the clothing sector, serving the global retail network with great efficiency.

Benetton Group's capacity to actively put down roots in the world and in society is also expressed through Fabrica, the Group's communication research centre. The challenge of Fabrica is one of innovation and internationality: a way to join culture with industry through communication, which no longer takes only the traditional forms, but seeks to become a vehicle for the "intelligence" of an enterprise, through a wide range of means of expression.

Benetton Group is firmly projected into the international dimension, but it still maintains strong ties with its home area of Treviso and the Veneto region, particularly through the cultural activities of the *Fondazione Benetton Studi e Ricerche*, and a number of sports-centred projects. From its focus on rugby to the historic Formula 1 victories, the Group's sporting ethos proposes not only competitive excellence, but also a social dimension of meeting, sharing and physical well-being, which amongst other things leads thousands of young people to take up sports each year.

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OF BENETTON.