

BENETTON RUGBY'S 'LIONS' ARRIVE IN PARIS

Friday 27 October, Paris – To coincide with the World Cup 2023 finals, **United Colors of Benetton is celebrating one of its greatest passions – rugby.** Yesterday, 26 October, visitors to the **Place de L'Opéra** store in **Paris** were welcomed by an unusual, somewhat more muscular-than-usual group of sales assistants. They were the "lions" of Benetton Rugby Treviso, one of the most successful Italian teams. **five Federico Ruzza, Michele Lamaro, Sebastian Negri, Scott Scafton, Tommaso Menoncello, Marco Lazzaroni, Nicolò Casilio, Lorenzo Cannone and Ignacio Brex** were on hand to assist customers in exploring the brand's Fall-Winter 23 collection, especially the iconic rugby shirt, one of the garments that has made Benetton history. After the doors closed for the day, the Place de L'Opéra store hosted an exclusive party with over 250 guests, including celebrities and influencers such as **Alice Barbier & JS Roques, Paola Locatelli, William Ernult, Nabil Taleb, Zarruecos, Alicia Aylies, Louise Parent, Justine Soranzo, Maëva de Moura,** along with current and past Benetton Rugby Treviso players, like **Fabio Ongaro, Mauro Bergamasco, Gonzalo Canale, Leonardo Ghiraldini and John Kirwan.** The DJs who animated the evening were the **Doppelganger** duo. The event was an opportunity for guests to get together in the spirit of the "third half", when the opposing teams socialize post-match, and to get ready for the World Cup finals scheduled for today and tomorrow in Paris.

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