**IN STORE NEWS**

**Crafted jewellery: stylish details**



The United Colors of Benetton Spring-Summer 2014 collection is a combination of clothes and colours. But that's not all.   
The woman who chooses United Colors has many more ways to complete her look and bring a touch of style to her wardrobe. Bracelets, necklaces and earrings: essential accessories for every style and occasion. Enamelled jewellery in pink, turquoise and gold, semiprecious stones that add an extra touch to beautiful necklaces, gold chains in simple but elegant taste: these are the essential components of the new United Colors of Benetton range, all in the same creative mood as the collection.

**Gift ideas, with more focus on design.**



United Colors of Benetton is a way of life, as well as a way of dressing. In the world of United Colors, the shopping experience also includes everyday items that combine the aesthetic taste and accessibility typical of our brand: watches, vintage telephones, and headphones - a real bestseller, with more than a million pieces sold. It also extends ~~to~~ the range of capsule collections developed in collaboration with Fabrica, ~~the~~ Benetton Group's creative laboratory – a collection that includes mugs, also on sale at Colette in Paris, pairs of coffee cups, candles, trays, and covers for smartphones and notebooks, all with superb design and packaging.

**The infinite shelf: between the real and the virtual**

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The “infinite shelf” is one of the innovations at the centre of our new On Canvas concept store. For the first time in Italy, United Colors of Benetton takes e-commerce right into the store, using a combination of tablets and vertical monitors to make the customer experience easy and accessible. The mini iPads in the store contain a dedicated app that is connected to the United Colors of Benetton online store. This interacts with the monitors, allowing staff to help customers select the clothes they want. The screens are no longer just digital posters but respond to the needs of the shoppers. If the product you want is not in store, you can buy it with just a touch!

**Color Room: temptations to mix & match**

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The customer experience at the new On Canvas concept store engages both your attention and your senses. There are the traditional sensations~~:~~ of looking at and touching the products on the shelves. And then there are extra-sensory experiences, now transmitted by United Colors of Benetton from sixteen screens in its shop in Piazza Duomo, Milan. The latest products from our brand are presented in short videos, showing the combinations and styles in our new collections. The choice of video suits the particular corner where the monitor is mounted and content is customised and flexible. With help from staff, customers can interact with the monitors by using the mini iPads in the store. At the end of this activity, the screens resume their programming.

**On Canvas: opens the virtual doors of the new concept store**



The innovative On Canvas concept store was designed to use technology to serve the public, with help from benetton.com. The new store will be accessible via computers, tablets and smartphones. A sequence of panoramic images recreates the experience of "walking" through the online store. So you can look but not touch? On the contrary: the Dash Tour technology integrates this experience by offering new tools to the virtual visitor. Whoever interacts with the virtual On Canvas world can explore a whole range of hotspots. These provide not only interesting information, but also images of the items on display. The progression from the Virtual Tour to purchasing is just as intuitive. One click takes you from the previews to images of the collection and the e-commerce service of United Colors of Benetton.