**UNITED COLORS OF BENETTON**

**RANKED THE WORLD’S MOST REPUTABLE BRAND**

**IN THE RETAIL FASHION SEGMENT**

***For the first time ever, the Italian brand enters the annual ranking by FORBES, drawn up in collaboration with the Reputation Institute***

UNITED COLORS OF BENETTON is the most reputable brand in the world, in the retail fashion segment, according to the annual ranking *Global Rep Trak 100 2014***,** by the prestigious American magazine **FORBES**.

The results, which have just been announced and are soon to be published, were drawn up by the Reputation Institute and identify the top 100 brands in the world.

The ranking was compiled based on 55,000 interviews conducted in 15 major markets around the world, including Italy, and consumers' opinion of the world’s leading brands with respect to emotional indicators such as *trust, esteem, admiration and positive feeling* and the distinctive characteristics of corporate reputation including *leadership, product innovation and social responsibility*.

The ranking, which also highlights four leading Italian companies in other sectors and Armani for the high-end fashion segment, places United Colors of Benetton before Zara in the retail fashion segment. The ranking is topped by Walt Disney and Google in the Information & Media sector, BMW for the automotive segment, Rolex for consumer products and Nestlé in the food segment.

FORBES' ranking is a further recognition of the values ​​and characteristics that make today's Benetton Group stand out, including leadership, products, constant innovation and the company's historical social commitment.