United Colors Of Benetton Arrives In Sri Lanka

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The new United Colors of Benetton flagship store

The Benetton Group opened its first flagship store in Sri Lanka in downtown Colombo’s shopping district. This all new store was launched along with a fusion drum performance and a colourful light show. Heading the exclusive group of invitees on the occasion was Faiszer Musthapha, Deputy Minister of Technology and Research and A J M Muzammil, Mayor of Colombo.

The launch of the new Benetton Collection was accompanied by an expanded, updated range of products.

“Benetton is a youthful brand. This venture will be successful,” said Deputy Minister Faiszer Musthapha.