

40 years of history

1965	Creation of Benetton Group.	1968	First Benetton store outside Italy (Paris).	1974 1977	Sisley enters the Group brand portfolio.	1978 1985	Group exports 60% of production.	1980	Opening of the first New York store, in Madison Avenue.
1982	Opening of the first store in Tokyo. Collaboration with Oliviero Toscani begins.	1983	The Group enters Formula One as sponsor of the Tyrrel team. In 1986, following the acquisition of Toleman, Benetton Formula Limited racing team is created. It wins two world drivers and one constructors championships. In 2000 Renault acquires the Benetton team.	1985	Benetton advertising wins the "Grand Prix de la Publicité" in France. It is the first in a series of acknowledgments that, together with critiques and censorship, fosters debate in many countries around the world.	1986 1989	The Group is listed on Milan, Frankfurt and New York Stock Exchanges.		
1989	Entry into East Europe and former Soviet Union markets.	1991	First presences of the brand in China and India.	1994	Fabrica, Benetton Group communication research center, is created.	2003	The family takes a step back in order to give more responsibility to managers.	2005	Benetton is present in 120 countries with 5,000 stores. Alessandro Benetton is appointed Deputy Chairman of the Group.