Benetton Virtual Merchandising System

- A virtual environment for tablet evoking accurately the different structures of Benetton stores, to promote new collection proposals and help store managers in setting up outfitting and store visuals to perfection.

- Many store formats to choose from allow to "upload" Benetton product categories within the dedicated exhibition areas, helping sales force in improving sell-in thanks to a catching and easy to use b2b app.

- Always evolving stores and showrooms with panels showing products of various collections, constantly updated.

- A multisensory 3D experience, created in cooperation with partner CDValueNet, that has guaranteed Benetton more effectiveness and continuity in customer relationship management.

Neosperience