

# Benetton: The Family, The Business And The Brand By Jonathan Mantle

By Jonathan Mantle

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Four members of the Italian Benetton Family Giuliana actually began the family business by knitting sweaters, which her brother Luciano would peddle by bicycle.  
[http://en.wikipedia.org/wiki/Benetton\\_family](http://en.wikipedia.org/wiki/Benetton_family)

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