Poste Italiane and Benetton Group: strategic partnership for fashion logistics

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Poste Logistics, a Poste Italiane Group company dedicated to integrated logistics, has signed a strategic agreement with Benetton Logistics, establishing the "Logistic 360" joint venture. This agreement will strengthen the fashion hub in Castrette di Villorba (Treviso), expanding the logistics hub's operational capacity to include other product sectors. The project stems from a collaboration between Poste Italiane and Edizione.

Treviso, April 17, 2026 – Poste Italiane and Benetton Group have signed a strategic partnership agreement to create a logistics leader capable of attracting new customers and supporting the growth of Italian and European trade.

The agreement, which leverages their respective assets and specific expertise in the management and distribution of clothing, provides for Poste Logistics, a Poste Italiane Group company dedicated to integrated logistics, to acquire a stake in Benetton Logistics, a Benetton Group spin-off. This creates a new joint venture called "Logistic 360." The

project, a result of Poste Italiane's leadership role in logistics and e-commerce, is the result of a collaboration with Edizione Spa, a leading European holding company with a long-term industrial vision . The partnership will represent a key step in the Poste Italiane Group's positioning in the Contract Logistics market and in the reorganization of Benetton Group, which began two years ago with Edizione's support.

The key aspects of the agreement are the expansion and enhancement of the Castrette di Villorba hub in the province of Treviso, one of the most advanced European hubs dedicated to fashion logistics . The site currently has the capacity to handle 30 million garments across a total area of approximately 400,000 square meters—100,000 of which are equipped with state-of-the-art automated systems. The site, which includes a distribution center capable of processing up to 45,000 packages per day and a facility equipped with a fleet of robots to optimize storage and picking for e-commerce, is poised to expand into new product sectors. Through the arrival of new customers and expansion into other sectors, the partnership between Poste Italiane and Benetton Group aims to increase the infrastructure's

operational capacity, also through investments in technology and artificial intelligence-based solutions, complemented by the professionalism and experience of the staff.

The transaction will be finalized after notification to the Italian Competition Authority for the necessary authorizations.

Source: Poste Italiane

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