

Ermenegildo Zegna

PRESS RELEASE

ERMENEGILDO ZEGNA AUTUMN WINTER 2009/10 *'Authentic Elegance'*

For Autumn Winter 2009/10 authentic values and timeless elegance, gain momentum over ephemeral trends. Excess is banned and Zegna's artisan savoir-faire remains the family's legacy. The tangible and sustainable values of craftsmanship, impeccable quality and historically sumptuous fabrics prevail.

COUTURE CONNOISSEURS:

Ermenegildo Zegna's "*Couture*" suits are the ultimate in hand crafted tailoring. Made in our Italian artisan factories, each suit is fully canvassed, cut, constructed and sewn solely by hand and crafted from the world's most exclusive fabrics. Each garment requires over 33,000 stitches and 18 hours of skilled craftsmanship.

Cultivated power for couture connoisseurs is expressed through a new slender silhouette and soft structured shoulders. Double-breasted tailoring with corresponding overcoats, and three-piece suiting evoke a mature masculinity for winter. The Lanificio Zegna ceaselessly champions the virtues of the finest raw materials and the richest fabrics. Vicuna, pure cashmere and *13mil/13* wool cloths elevate "*Couture*" tailoring to an unprecedented vertex of sumptuousness.

SARTORIAL STRIPES :

The "Sartoria" collection redefines classical Italian style, with traditional tailoring and contemporary elegance. Designed for the successful man who expresses his individuality through immaculately cut cloth. A sophisticated winter business wardrobe immersed in Italian style is created, in innovative blends of *15mil/15* wool, silk and cashmere fabrics.

The conventional confounds of sartorial pinstripe fabrics are extended beyond the traditional, enriching ties, scarves and contrast collar shirting. A diversity of pinstripe fabrics from the Lanificio Zegna, in a refined palette of camel, burgundy and grey combinations refresh the appeal of men's formal attire.

EQUESTRIAN CASUAL:

A casual equestrian theme, has been actualised as the sophisticated expression of Ermenegildo Zegna leisurewear. Riding boots and belts are teamed with quilted outdoor outerwear, invigorating relaxed luxury apparel for winter.

Camel tones take centre stage, in a multitude of layered hues providing a backdrop of manly elegance. Tone-on-tone natural colourations of camel and vicuna, gives a richness to dressing in cold climates, that is refined and exquisitely elegant.

The natural allure of cashmere is enhanced, through organically dyed yarns from the 'Oasi Cashmere' collection, for soft structured jackets and sumptuous knitwear. The eco friendly dyeing process uses natural herbs and pigments to create soft and unique colourations, that are soft to the eye and to the touch.

Double construction fabrics and baby cashmere overcoats with Napa leather layering, effortlessly combine comfort and luxury. 'Elements' jackets which autonomously adapt to changes in climate and temperature are offered in new shapes.

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BURGUNDY LIMITED EDITION SHOES:

'Limited Edition Shoes' in high shine burgundy alligator skin, are the apex of artisan leather craftsmanship. Each pair is hand buffed, hand crafted, hand milled and hand polished to create an individually shaded colour effect.

A maximum of 4 pairs are crafted each day, with a Goodyear Construction sole which combines exceptional flexibility and high performance characteristics. Each pair of 'Limited Edition Shoes' is presented in a covetable leather shoe box, with cherry wood shoe horns, leather care kit and shoe buffer.

'ANGUILLA' ACCESSORIES:

Eel skin leather goods are the protagonist of this seasons accessories collection, developed exclusively for gentleman of informed tastes. Crafted exquisitely and polished by hand to sheer perfection to give a rich woody leather, that is both hardwearing and ages superbly. The sumptuous snake skin collection constitutes Boston travel holdalls and small leather goods.

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