

# Ermenegildo Zegna

## Ermenegildo Zegna Upper Casual Collection – Spring / Summer 2008

### *'The Ultimate Luxury in Casual Elegance'*

'Upper Casual' is the new sophisticated and chic expression of Ermenegildo Zegna leisurewear, which offers a complete casual wardrobe for the weekend and outside the office.

Designed for men who surrender their formal attire, but not their elegance, it is a fusion of taste and attitude. Sumptuous fabrics & refined Italian style are united with comfort & innovation, leading relaxed luxury apparel in a new direction.

The Spring Summer 2008 collection effortlessly teams cashmere polo shirts, with cotton linen blazers and poplin trousers. Soft chocolate suede jackets are worn with washed oxford button down shirting in warm summer tones and chintz linen shorts, exuding an atmosphere of relaxed elegance.

### **ELEMENTS – *The Outdoor Companion for all Weather Conditions***

ELEMENTS is the first intelligent garment that autonomously adapts to regulate body temperature in all weather conditions.

Through the intricate study of nature, a new revolutionary membrane has been developed, based on nature's design of the pinecone, which opens and closes in response to different weather conditions; the pores in the polymer membrane applied to the inner surface of the fabric expand and contract, consequently adapting to varied temperatures.

ELEMENTS is the latest innovation, both stylish and functional it updates summer outdoors apparel for all climate conditions, pioneering the trend in 'Intelligent Fabrics', by autonomously adapting to regulate body temperature.

Updated for Spring Summer 2008 in lightweight Cashco, a luxurious blend of cashmere & cotton, and also in a wool silk blend variant; both exclusive to Lanificio Ermenegildo Zegna. The acclaimed Micronsphere finishing process has been applied to the outer surface, which ensures that the jacket is both stain & water-resistant.

Designed to meet all the stylistic and functional requirements of the wearer, ELEMENTS is the perfect travel companion for the cosmopolitan man, whether sitting in a piazza in Rome, sailing in Portofino or walking the slopes in St Moritz. The jacket features ergonomic cut shoulders, pockets with a double upper & side opening. Discreet internal pockets allow ample room for life's necessities, whether keys, mobile phones, spectacles or Blackberry's.

### **'Montenapoleone 27'**

The iconic tie for the season, 'Montenapoleone 27', has a silk knit front with fine gauge woven wool under blade. The contrasting knit and woven textures, give a casual elegant look that is stylish and smart. Offered in a colour palette of summer pastels and traditional tones, featuring either bold stripes or embroidered microdots. 'Montenapoleone 27' commemorates the new 7,000 square foot Milan concept store, which will open its doors in Fall 2007. Designed by the acclaimed architect Peter Marino, the new retail concept will house all the brands from the World of Zegna.

Characterised by innovation, functionality and superior quality, the 'Upper Casual' collection is the ultimate indulgence in casual elegance.

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