

## Ermenegildo Zegna – Spring / Summer 2008 *Sophisticated Summer Style*

### **The Couture Line**

'Couture' is the pinnacle of the Zegna tailoring offering, characterised by rich luxurious details, noble materials and the trademark cross-stitch. Designed with a powerful Italian style for great tailoring connoisseurs.

'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, from the world's finest fabrics, with each garment requiring 20 hours of skilled craftsmanship.

Classic two buttons & double-breasted tailoring are offered in either traditional cuts or fully deconstructed and unlined versions. The silhouette is flattering, closely following the contours of the body, with higher lapels, horn buttons and trademark cross-stitch details. Worn with flat fronted or single pleated trousers and classic traditional shirting with wide cut away collars. Completed by wide jasper silk ties in orchard flower prints and contrasting jacket linings.

Regal blue and sophisticated silver greys dominate the summer palette, highlighted by flashes of dusty pink and light blue. Fabrics are ultra luxurious, with blended 14mil14 wools giving a soft silky handle. Whilst pure cashmere and 14 microns light wool suiting, weighing 220 grams, ensure comfort & sophistication for the summer season.

Ermenegildo Zegna 'Couture' is made for leaders of businesses and nations alike. Imbued with an atmosphere of refined simplicity and elegance, it takes the Zegna man effortlessly from business daywear to socialising eveningwear.

### **Sartoria Collection**

The 'Sartoria' collection redefines classical Italian style, with traditional tailoring and contemporary elegance. It offers a sophisticated summer business wardrobe that is immersed in Italian heritage, for the man who expresses his individuality and masculinity through impeccably cut tailoring.

Lanificio Ermenegildo Zegna specialises in artfully blending sumptuous fabrics from nature's finest raw materials. '15mil15 Cotton' is the innovation for the season, made of a luxurious blend of 15mil15 superfine Australian wool and the finest pure cotton. This special blend makes this the perfect summer suiting fabric.

The 'Milano' tailoring is the best selling suiting line launched last season, with a slimmer silhouette, favouring natural shoulders with shirtsleeve construction. Offered in a summer palette of discerning urban blues, greys and warm tobacco shades for a fresh summer look.

Exquisitely fashioned details enrich the tailoring, with hand stitched chalk stripe livery fabric additions under the lapels and alongside the inside flap pocket. Completed by a white mother of pearl button and a new 'Barchetta', which is the detail of the curved chest pocket, whilst new fancy jacket linings recall archive striped shirt designs.

Ermenegildo Zegna fine tailoring, personifies a man's image, depicted by a charismatic individual who is more interested in experience than exhibition.

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