

## AUTUMN WINTER 2008/09 COLLECTION

### Formal Wear - *'The Pinnacle of Fine Italian Tailoring'*

#### COUTURE

"*Couture*" is the pinnacle of the Ermenegildo Zegna tailoring offering, characterised by rich luxurious details, noble materials and the trademark cross-stitch. The "*Couture*" Line has been created by our designers with an atmosphere of refined simplicity and exquisite elegance, for captains of industries and leaders of nations alike, who dress for pleasure and pride themselves on their immaculate appearance.

"*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, by skilled craftsman with each garment requiring 33,000 stitches.

As evening wear continues to gain in importance within today's men's wear, Zegna is leading the return to sophisticated and formal dressing. In line with the refined culture of Italian evening attire, sumptuous silk and cotton velvet dinner jackets trimmed with silk borders, shawl collars and mother of pearl buttons, are offered in burgundy, cobalt blue or midnight black with quilted stitch lapel details or delicately simple patch pockets. Dressed up with evening lace-ups in high shine patent leather, corresponding pure silk bow ties and cummer bands, and completed by shaved fur scarves to give old world chic an updated edge.

Regal blues and sophisticated granite greys dominate the winter palette by day, with ultra luxurious blended '14milmil14' wools from the '*Lanificio Zegna*', giving a soft and sumptuous handle to classic two button and double-breasted tailoring. The silhouette is flattering, styled closely following the contours of the body, with higher lapels, horn buttons and trademark cross stitch details. Coordinated with '*limited edition*' oxford shoes in crocodile skin, or monk shoes with a hand polished cognac finish.

#### SARTORIA

The "*Sartoria*" collection provides a sophisticated and elegant business wardrobe with a powerful understated Italian style, created for a 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 and constant research in fabric development. This seasons leading innovation is a new '*Trofeo*' fabric, weighing 250grams a metre and made of 100% superfine Australian merino wool, sourced from the worlds finest fleeces. '*Trofeo*' is the ideal suiting fabric for the modern businessman with its long lasting performance, sumptuous handle and lightweight qualities ensuring an elegant draping.

A host of iconic tailoring blocks cater for the needs of every Zegna man, with the international bestselling '*Roma*' and '*Milano*' blocks consistently featured throughout the seasons.

'*Roma*' with a timeless neo classical silhouette and fuller definition sits lower on the body, elongating the linear perspective of form and '*Milano*' with a fitted slim silhouette favouring angular narrow cut shoulders, and shorter jacket length gives a formal contemporary elegance.

The defining look for the season is a single-button peak lapel grey chalk stripe suit, in Zegna '*Trofeo*' fabric. Worn with a pure cashmere overcoat, cut away collar shirting with subtle blue stripes, an emerald green jacquard silk tie and Chelsea boots in cow hide. A '*Diplomat*' case in a unique goat skin print leather, with solid brass hardware completes the tailoring ensemble. Forming part of the '*Heritage*' accessories collection, the '*Diplomat*' case is designed to functionally and elegantly meet the needs of today's business apparel, whilst delivering a complete look of refinement.

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