

Spring-Summer Collection 2007

"The sartorial line was inspired by the classic simplicity of the Kennedy"

Ermenegildo Zegna's Sartoria Collection takes us back to the atmosphere of classic simplicity that the Sixties continue to generate. That elegance, so well represented in America by the Kennedy's, was also the style with which Ermenegildo Zegna's Sartoria Collection debuted. A classic, formal and sophisticated look, subtly nonchalant, with a highly natural appeal with innate style. Simple, yet rich and luxurious. This was the outward, image of a new idealism portrayed by a charismatic individual.

Fabrics

Trofeo - A classic from Lanificio Ermenegildo Zegna, made of superfine Australian wool making it extremely pleasing to the touch and impeccable in terms of performance. The icon-fabric here is pinstripe, well-defined, reflecting a self-assured and highly personal sense of style. A new Trofeo has been introduced: the Trofeo Silk. The 51% of silk gives more lightness and preciousness to the fabric.

High Performance - Made of superfine hightwisted wools, it has a crisp, reactive and extremely fresh handle. It's also available in a new version blended with silk. For this season it's given a Micronsphere treatment to render its surface completely stain resistant whilst staying pleasant to the touch.

Silk Skin - In the double face version, cotton is 50% mixed with precious Chinese silk to produce a softness and luster that turn stripes into a distinctly modern motif.

Cashco - This precious and sporty fabric, the product of an unusual mix of cashmere and cotton designed to give a fresh look and a silky handle, is yarn-dyed and woven in a highly sophisticated pattern. It's then diamond-dust brushed to give it a luxurious sheen and a beautifully soft handle.

Style

Prestige fabrics are enhanced by impeccable cuts reflecting the very best of Italian tailoring, favoring natural shoulders and exquisitely fashioned details. This marks a personal style that's more interesting with experience rather than exhibition.

Blazers - Deconstructed and lined with shirting these often have a washed look thanks to a special treatment that softens the fabrics and gives them a lived-in look.

Shirts - Rigorous, a true staple of male elegance, with classic cuts and collars and with sophisticated details such as the mother-of-pearl buttons.

Ties - Perfectly in tune with the tenor of luxury and often with an eye-catching use of color, the ties, like the pochettes, are a welcome return to the universe of male charm.

Ermenegildo Zegna

The Kennedy left an unmistakable trail of elegance wherever they went, from the White House to Hyannis Port, an elegance that Ermenegildo Zegna has reinterpreted with European flair, with details like the regimental ties, the framed eyewear, the soft moccasins and Paisley scarves.



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