

AUTUMN WINTER 2008/09 COLLECTION

Upper Casual - 'The Ultimate Indulgence in Luxury Casual Apparel'

"*Upper Casual*" is the sophisticated and chic expression of Ermenegildo Zegna leisure wear, which offers a complete casual wardrobe for the weekend and outside the office. Characterised by innovation, functionality, nature, superior quality and a casual yet elegant style, the "*Upper Casual*" collection is the ultimate indulgence in luxury apparel for the international traveller, whether in the city, countryside or in the mountains.

Nature is pivotal to the AW08-09 Collection with the '*Oasis Cashmere*' project making its debut, with naturally dyed pure cashmere yarns, and the '*Elements*' fabric based on nature's design of the pine cone, which autonomously adapts to regulate body temperature and pays tribute to nature with its colour palette.

OASI CASHMERE

The '*Oasi Zegna*' is the result of an ambitious project conceived by Ermenegildo Zegna in the 1930's, which set out to protect the environment of the mountains surrounding Trivero - Italy, the home of the prestigious wool mill that still bears his name. Today '*Oasi Zegna*' is a 100km square ecologically protected park open to the public.

'*Oasi Cashmere*' uses updated medieval dyeing techniques to naturally dye pure cashmere yarns, deriving its name from the environmentally protected area surrounding the Zegna wool mill. The eco friendly dyeing process uses natural woods, herbs and pigments to create soft and unique colourations, that are soft to the eye and to the touch. The garments are finished without any chemical additives and instead are based upon the studied use of temperature, to ensure that the entire process is ecologically sound.

Varying shades of browns and greys are created with tea, natural woods, nut colourations and burned shades of henna, whilst dark blues and greys are created from Indian woods. For Autumn Winter precious pure and natural cashmere yarns in a 2 ply textured herringbone are offered in a two button casual blazer, knitwear and scarves, enhancing the natural allure of cashmere fibres.

The entire process has been created by the '*Lanificio Zegna*', in harmony with the natural surroundings of Trivero and the values of Zegna.

ELEMENTS

'*Elements*' is the first intelligent garment that autonomously adapts to regulate body temperature in all weather conditions. Thinking for itself '*Elements*' fabric provides the right degree of warmth and protection for the most extreme climates.

Incorporating the pioneering climate change heat sensitive technology, with its innovative '*pine cone effect*' system, which emulates nature's design through the opening and closing of pores in the fabric. When open the pores in the microfibre membrane allow water vapour produced by temperature change to pass through; when closed they deliver perfect insulation from the outside environment.

Updated for Autumn Winter in natural shades of brown, with a herringbone weave and beaver fur lining, '*Elements*' is completed by the '*Micronsphere*' finishing process applied to the outer surface, which ensures that the jacket is both stain & water-resistant. Available in hooded parka jacket and three quarter length overcoat versions, in addition to the initial casual overcoat and bomber jackets styles launched last winter, offering an irresistible reason to welcome winter.

'*Elements*' is the ideal trans-seasonal jacket for the international traveller, providing protection from varied weather conditions, whilst allowing the body to breath naturally in the utmost comfort and style.

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