

ERMENEGILDO ZEGNA SPRING SUMMER 2009 COLLECTION INFORMATION *"Luxury Lifestyle"*

COUTURE COLLECTION

"*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 is refined and exquisitely elegant, and has been created by our designers for men who dress for pleasure and rejoice in the beauty of cloth.

"*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 and fashioned from the world's finest fabrics, with each garment requiring over 33,000 stitches and 18 hours of skilled craftsmanship.

ULTRA LIGHT SUITS - A new absolute standard of perfection has been created, the result of dedicated research and development by the Lanificio Zegna: 'Ultra Light Suits', created from fabric weighing 220 grams per metre.

The 'Ultra light Suit' is cut from the innovative and luxurious 13MILMIL13 cloth, woven with wool fibres measuring 13 microns in diameter, which is the equivalent of a Super 200. The fabric is distinguished by the extraordinary finesse of its fibres, its pleasing touch, extreme comfort and long lasting properties. This is an exclusive fabric produced from superfine merino wools in limited quantities. Ideal for those who are fond of the highest ready to wear sartorial tradition and desire the lightest weight tailoring imaginable.

SARTORIA COLLECTION

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

COOL EFFECT – This seasons leading innovation is 'High Performance Cool Effect', blazers in the collection offer protection against the heat produced by natural sunlight, by reflecting the sun's rays. The classic 'High Performance' woollen fabric from the Lanificio Ermenegildo Zegna is given an exclusive wash treatment. This enables the surface of dark fabrics to replicate the properties of white fabrics, reflecting 80% of direct sunlight, where they would normally only reflect 20%, thus minimises heat build up and cooling the effect of the summer sun.

The 'Cool Effect' treatment does not affect the fabric's handle which remains light, soft and sumptuous offering the wearing not only an impeccable appearance but also maximum comfort in hot climates.

TROFEO 600 – 'TROFEO' is a legendary Ermenegildo Zegna suit fabric owing its name to the excellence of the raw materials used in making it. From this acclaimed fabric, Lanificio Ermenegildo Zegna has developed a refined version, 'TROFEO 600'. The most precious of wools is woven with 15% naturally lustrous silk. The measure of the silk count is 600. The 600 silk yarn is the finest existing on the market, as it is five times finer than a high quality wool yarn.

The natural lustre of the silk highlights the fineness and appeal of wool, making the 'TROFEO 600' fabric an ideal fabric for summer suits. Naturally bright, light, with a subtle sheen and a smooth silky touch. Ideal for day or night, it is for men who love the look of silk, but also insist on the performance of wool.

Ermenegildo Zegna

UPPER CASUAL COLLECTION

"Upper Casual" is the sophisticated and chic leisurewear expression of Ermenegildo Zegna. Designed for men who want to surrender formal attire, but not 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.

ELEMENTS – 'Elements' for Spring Summer 2009 is offered in a new field jacket and parka version with detachable gilet, in cashmere and silk, or silk and cotton.

'Elements' is the first intelligent garment, that autonomously adapts to regulate heat and body temperature. 'Elements' has been developed by the Lanificio Zegna, exclusively for the "Upper Casual Collection". Thinking for itself the 'Elements' fabric provides the right degree of coolness for all 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, which cools the body temperature; when closed they deliver perfect insulation from the outside environment. The acclaimed 'Micronsphere' finishing process has been applied to the outer surface, which ensures that the jacket is both stain & water-resistant.

ACCESSORIES COLLECTION

The accessories collection embodies the World of Zegna, with luxurious luggage, sophisticated business briefcases and contemporary eyewear. Ermenegildo Zegna's traditions of excellence and craftsmanship are upheld throughout, effortlessly completing the Zegna Man's wardrobe.

HERITAGE BAGS - The 'Heritage' collection has been developed for true connoisseurs of luxury – exquisitely crafted and polished by hand to sheer perfection. The iconic collection for the summer season constitutes of the Boston travel holdall and attaché case in sumptuous crocodile leather. Designed for sophisticated summer enterprise and advocates of life's finest pleasures.

LIMITED EDITION SHOES - 'Limited Edition Shoes' are the apex of artisan leather craftsmanship. Each pair is hand buffed, hand crafted, hand milled and hand polished to create an individual two tone correspondent coloured effect. A maximum of 4 pairs are crafted each day, with a Goodyear Construction sole, which combines exceptional flexibility and high performance characteristics. 'Limited Edition Shoes' are presented in a covetable leather shoe chest, with cherry wood shoe horns, leather care kit and shoe buffer.

ZEBRANO EYEWEAR - The sunglasses collection reflects the luxurious spirit and stylistic canons of the main collection through sleek lines, contemporary Italian elegance and the harmonious blend of natural materials and technology. Aviators in lightweight metals and 60's style frames in two tone acetate, are presented with Zebrano wood arms and trims. Madagascar rosewood, Moore oak and bamboo options creates divergent textures and tones in the eyewear collection.

For all enquiries please contact:

ufficiostampa@zegna.com

Tel. +39 02 42209.405

Ermenegildo Zegna,

Via Savona 56/A,

20144 Milano

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