

Z Zegna

NEO NOIR

Z Zegna assails the winter metropolis, with a boldly assertive neo-noir energy. Imposed constriction and meaningless construction are left behind, flash-backs and flash-forwards deliberately disrupt the narrative sequence shaping something new, unexpected and yet familiar.

Never subject to rules, new proportions are set to convey a feeling of unsentimental refined elegance. A clean and conscious, graphic style, shapes the design of things to come around an impeccable research of materials and hallmark Zegna craftsmanship.

SHAPES. A muscular and powerful silhouette defines a new and energetic shape, with an authoritative masculine allure. Hard-hitting quadratic shoulder lines emphasise tailoring and oversized top-coats. Judo-style jackets are worn inside voluminous waisted trousers, with a tapered base animating form and proportions.

DESIGN. *'Chiaroscuro'* contrasts in light and dark, achieve a vigorously sculptured three dimensions. Navy blue, ink black, a myriad of greys, purples and greens compose a collection of opulent sportswear, metropolitan apparel, innovatively cut tailoring and tempting deconstructed evening attire.

TEXTILES. Technical yet refined fabrics and innovative yarns accentuate tactile beauty, while divergent matt and gloss leathers counterpoint light and texture. Silk filament extra long sweaters and hand-made cashmere cardigans exalt the structure. Cashmere is interwoven with pure silk and lurex to give a shiny allure to clean cut slender tailoring. Lanificio Zegna flannel blends of angora, cashmere and wool give outwear an exalted sumptuousness.

ADDITIONS. Bags are big and linear, like the classic doctor's cases but declined into different dimensions and lavish leathers. Graphic print silk shirts are coordinated with ascot ties. Metallic fastenings glimmer, Edwardian-style hats in angora, soft as silk to the touch, move the silhouette and accentuate the originality of the Z Zegna man.

"This collection is designed with a dramatic visual approach, sharp contrasts and an ironic take on reality, set a powerful yet elegant tone for contemporary men"

Alessandro Sartori: Creative Director Z Zegna

For images: www.gettyimages.com