

Ermenegildo Zegna

SPRING/SUMMER 2004 COLLECTIONS

The Zegna story is a unique one that is ever evolving, even in the fourth generation of the family. Remaining loyal to its roots, Zegna can be summed up in a few fundamental words: quality, authenticity and research. Zegna has developed a longtime relationship with the consumer based on a trust that is renewed year after year with every collection. Providing a guarantee of quality in origin and manufacturing of the product, Zegna is able to ensure control of every detail in the production process.

Zegna's guarantee lies right in the brand name. Perfection is woven into exquisite style and the consumer is never disappointed. Pure cotton, cotton/stretch, cotton/linen are blended so fine as to boast a natural fluidity. Wool/silk combinations, High Performance fabrics, Trofeo, cashmere/cotton blends and the new cashmere/bamboo fabric describe some of the luxurious highlights of the new collection. Special attention has also been given to rendering these fabrics as lightweight as possible. Denim is now available in a genuine featherweight.

The fabric finishes are exquisite, creating an elegant ease in the garments with the glossy sheen of silk, mercerized cotton and calendered linen. Color palettes range from hues like a night blue, a vibrant sky blue, and pale tea colors to bright shades of pink and deep reds.

Zegna offers a wide range of options from the most luxurious Napoli Couture – formal/business apparel with a handcrafted touch, to the Sartorial line that offers more classic style. The new “Zegna” collection has reinvented the concept of modern, urban fashion and Zegna Sport offers casual urban options to strictly weekend apparel (this year with golf and yachting themes). The entire Zegna Collection offers a full range of clothing that allows for individual expression.

Accessories, this season, acquire a keener sense of decoration. Not only ties, belts, shoes and bags are offered, but also precious buttons and buckles accent these main pieces.

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