

Ermenegildo Zegna

PRESS RELEASE

A SUMMER VOYAGE

A new vocabulary of formality describes the voyage of Ermenegildo Zegna through next spring/summer, a voyage that celebrates the finer pleasures in life. The sensual and seductive memories of a long summer journey are ignited by clothing that evokes the colours, sights and sounds of the Indian subcontinent. The atmosphere of this collection is rarefied – a spiritual refuge from the pressing modernity of urban life.

Ermenegildo Zegna explores the future language of dressing for men, through a study of structural and stylistic possibilities. There is a cosmopolitan allure in the jodhpur trousers, the guru collar, faded prints and fancy silk paisleys for corresponding shirts and ties. The new silhouette is a paradox, managing to appear both structured and natural at the same time. It is sophisticated and masculine, executed in fresh, crisp fabrics with tailored short and slender cuts.

Cloth is of course at the heart of Ermenegildo Zegna, and true to its history the house constantly evolves its often complex Lanificio fabric blends, styling and designs. For spring/summer 2009 natural fabrics are harmoniously combined with the most cutting edge advanced fabric technologies to create the ultimate collection for hot summers usage.

The palette is soft and poetic. The tones are natural and seamlessly blend into the landscape: ivory white is light and appealing, like the early morning sun on whitewashed stone, and never artificial; sand tones come in a myriad of hues ranging from island tobacco to volcanic beach. These elemental hues are complemented by more decorative tones like blanched pinks and yellows – like memories in bloom.

Everything looks as though it has been faded by the sun on a long, hot journey; colours are subtle and subdued, and this serves only to highlight their essence. This is a collection that emanates sunlight – not the fierce rays of noon, but the light of an early dawn.

This season Ermenegildo Zegna's journey of discovery and exploration continues. It is a continual evolution of style with the aim of furnishing modern men with a wardrobe through which they can express confidence and lasting memories to come.

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