

Ermenegildo Zegna

EYEWEAR

A first glimpse of the new 2008 Sunglasses Collection by Ermenegildo Zegna.

Introducing newly designed metal and acetate frames featuring original finishes and details, the 2008 men's sunglasses collection is the epitome of sophistication, modernity and innovation; whilst retaining the Italian brand's trademark elegance, comfort and quality.

Special details to highlight for 2008 are luxurious leather in a variety of finishes, and innovatively processed leather trims painstakingly cut to fit and assembled around the sunglasses by hand.

The outstanding new collection is divided into the following styles: Vintage, Classic Metropolitan and Upper Casual. The refined feel of the range is defined by warm hues, a timeless air and moments of luxury.

Vintage: recalls the style and details of the 1970s. Vintage is a retro-inspired line of new shapes with aviator lenses, flexible hinges and imaginative styling. Colours consist of dark hues, including tortoiseshell and olive, combined with metal and acetate frames and tone-on-tone lenses.

Racing: synonymous with the world of racing cars, the detail on these frames evokes fast cars and luxurious driving style. Racing sunglasses have linear frames characterised by perforated or hammered leather sheaths on the temples and upper part of the double bridge. Scenes from Dino Risi's classic "Il Sorpasso" characterise an era where the allure of elegance and luxury reigned supreme.

Cortina: a destination with a unique and specific character is reflected in these styles. The line refers to the famous tourist resort, especially distinctive details recalling wood and an apt play of volumes and convex lines resulting from a special processing of the acetate. The fashionable design derives from extensive experience and exquisite taste in combining classic and natural materials with a modern and seductive design.

Seal: a symbol or badge historically created by the wax crests used to seal important documents. This branded logo is re-interpreted by Zegna in a modern design with a traditional "leather touch". The models are characterised by brilliant, eye-catching colours. The mask model is typical of this line, where the acetate frame is integrated on the temples and top part by precious leather.

Torino: the most on trend style in the collection, Torino is sporty and aggressive, alloy and mirrored. The Torino look is strongly inspired by an essential and minimalist design. A lightweight and simple construction is embellished by the EZ logo, laser engraved on both temples. A striking play of colour is created by the coatings that sheath the double bridge and contrast with various electroplated metals.

Pinstripe: sums up contemporary elegance, the sunglass styles within the collection that most closely match Zegna's tailor-made suits. The world of tailoring is featured via the traditional pinstripe pattern on the temples, for pure elegance on all occasions.

Roma: is a timeless and classic style for a dolce vita lifestyle. Roma is inspired by Fellini's masterpiece, "La Dolce Vita", resulting in classical elegance combined with a slightly retro feel. The Roma model has hidden, flexible hinges and polarized lenses and a pad- printed logo inserted between double-turned screws on the front part of the temples. This mirrors the threads used in Zegna's signature pinstripe suits.

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Mod. SZ 3070 col. 300: Vintage model in rosé gold. The logo on the temples is trimmed with grisaille, while the tortoise shell acetate temple tips recall the same tone of the bar that covers the top part and the bridge, in pure 1970s style. The other 4 versions of this model are available in classic colours (black, olive, dark tortoise shell and black) on metal frames in gun-metal grey, glossy dark brown, glossy palladium and gun-metal grey.



Mod. SZ 3072 col. K01P: Polarised brown lenses on this "Racing" model are supported by a lightweight metal frame in darker colours. The EZ-trimmed hinges join the front piece and the temples sheathed in perforated natural leather that offsets the upper part of the double bridge. The brand name is written on the inner part of the front piece, on the sweat bar. This model is part of the Racing family, available in 4 different colour versions with a selection of leather sheathing (hammered in dark chocolate, hammered in black and red, perforated black) and with polarised, classic, or silver flash lenses.



Mod. SZ 3079 col. K05: Glasses of the Cortina family with square brown lenses and various combinations of materials: the antique brown metal frame of the front piece offsets the satin finish of the temples, covered entirely in olive acetate and marked by an outer logo plaque in faux briarwood with dark brown grain, which also embellishes the upper part of the double bridge. High-fashion for a model also available in other versions, including olive and black for a more decisive, trendy look, or light brown and red - the warm tones of wood.



Mod. SZ 3539 col. 3AZ: A trendy wrap-around mask form for this member of the Seal family. The front piece and the injected dark tortoise shell temples are trimmed with cognac hammered leather details surrounded by a thin line of metal. The logo is branded onto the leather trim of the left temple. Bright and captivating colours characterise the other 4 versions of this model with its modern design in acetate-leather variations: black/black, olive/dark brown, white/red, and blue/blue (model with a universal fit).