



Z Zegna Extreme

Z. Behind the ultimate letter, the most distinguished of the alphabet, lies a unique universe. The universe of a family, of a brand and, above all, of a style projecting innate elegance - the Zegna style. The style of a man who values elegance and independence, insists on authenticity and is resolutely contemporary. Rooted in tradition, yet always seeking intense sensations and new challenges. Zegna has given this man a fragrance in his image: Z Zegna. A fragrance that now, two years after entering the very select club of essences marking the spirit of the times, is creating a new event with the revelation of its most virile and incisive side: Z Zegna extreme. The ultimate concentration of Z. More powerful, more invigorating, purer and more high-tech. Z taken to its utmost, for a natural winner who always pushes his limits further and higher, who always seeks new risks, new sensations and the sheer pleasure of surpassing himself. A man who lives life to the full.

Z Zegna Extreme: live life to the full

EXTREME IS THIS MAN. He shakes things up. That's his way of making life more exciting, more intense and more revitalizing. Surpassing his limits is what he lives for. To make the impossible possible. To leave nothing undone. To do everything that stimulates his imagination, his thirst for challenges and freedom. With no restraints and no limits, since his goal is to shed them.

EXTREME IS THIS PLACE. With jungle as far as the eye can see. And a summit to be reached. Sounds that merge, dangerous and exciting. A GPS as his only companion. The luxury and precision of advanced technology in an environment of totally untamed nature. An indescribable feeling of happiness filling a heart that is beating hard, intensified by a rush of pure adrenaline. His reward, his pleasure.

EXTREME IS THE MOMENT. The sky as blue as a sapphire, as hypnotic as a diamond. The pure lines of the mountain. He thinks of Italy, his family, their traditions, the old world where he has his roots, and the new world to which he is heading. A new world to conquer. For the sheer beauty of it – and for the extreme powerful, stimulating feeling that makes him ...

AN EXTREME MAN.

A UNBREAKABLE BOTTLE

More masculine than ever, the Z Zegna Extreme bottle is in the image of an unbreakable flask with a pared down design in 50ml and 100ml sizes. Clean, pure shapes, curved lines and the raw sensuality of metal contrasting with the warm, matte black rubber of the central band. An esthetic pushed to the extreme of effectiveness in the image of the man who inspired it: a modern-day adventurer, intuitive and technically savvy, who flourishes under personal challenges and the quest for the perfect union of simplicity and beauty in a gesture. A bottle that blends adventure and fine design with the appeal of an iconic object, unbreakable and perfectly in sync with the extreme man's nature – anytime, anywhere.



THE ESSENCE OF EXTREME

The Z Zegna Extreme fragrance builds on the original Z Zegna Eau de Toilette composition taken the extreme and breaking the conventional fragrance codes on the way.

- The top note: vibrant, tangy freshness in a fusion of vitamin-packed mandarine and enigmatic casoar fruit, with an extra stimulating dash of grapefruit.
- The middle note: a plunge into the spicy universe of cardamom subtly tempered with the powdery notes of rose and juniper berry.
- The bottom note: an ultra-powerful woody accord based on a blend of noble Kashmir wood, patchouli and vetiver, prolonging the unique masculine intensity of the fragrance, created as a decisive olfactive experience – like a rush of sheer adrenaline.

