

“Zegna iJACKET” premieres at PITTI Uomo

The new “Zegna iJACKET” enables the wearer to control their Apple iPod from a special sleeve panel.*

Design and function is what the “Zegna iJACKET” is all about, where sporting style meets technology.

Innovation is the key element of this new product in which Ermenegildo Zegna brings a new level of sophistication to iPod users everywhere. By combining superior materials and technology, Zegna has created an innovative and elegant way to control music on your iPod from the sleeve of the Zegna iJACKET.

The jacket's construction is technological. Made of a micro-nylon technical fabric brushed to give it a soft hand, with fully taped-seams for total impermeability and a wealth of concealed sophisticated details under its beautifully simply exterior. The hood folds away into the collar and is also detachable. The inside collar is made of a breathable mesh and the invisible laser cut pockets with waterproof zips and underarm vents are as technically effective as they are discreet, like everything about the “Zegna iJACKET”.

There are two versions: one 3/4 length, the other a bomber, both with the “iPod” connection in the inner breast pocket and control panel on the outer sleeve. Zegna's iJACKET is compatible with all iPods that have a 30-pin docking connector, including iPod with video and iPod nano.

Innovation

The result is a luxury over garment delivering exceptional performance, as required by Zegna Sport's exacting quality and aesthetic standards, and the first to incorporate technology providing remote control of an “iPod” in a luxury sportswear context.

Functionality

An inside pocket accommodates and protects the “iPod” which is connected via a natural conductor tape to a clear and easy-to-use panel near the left cuff used to control the “iPod”. The system enables the wearer to control the iPod volume, play/pause or turn off the iPod and skip back and forward between tracks without having to open the jacket or the inside pocket.

The jacket can be washed like any normal jacket, without any extra care.

Phenomenal “iPod”

“Zegna iJACKET” follows the tradition of Zegna's long history of innovation and technology starting in 1910. Zegna Sport is the first luxury brand to develop a jacket with this remote control technology specifically designed for “iPod” users. There are already over 50 million “iPod” users worldwide who's lives have changed since the launch of the “iPod” in 2001.

ZegnaSport

Anna Zegna, Creative Director of the Group, states: "The "Zegna iJACKET's" technology is superior, providing iPod users with excellent sound performance and function. We have created a luxury sport jacket that integrates a seamless function of wearing outerwear and enjoying the highest technical abilities of music and innovation".

This new project by Zegna Sport is yet another example of sporty elegance designed for leisure time, with a strong propensity for high performance and technological innovation. Zegna Sport, an Ermenegildo Zegna leisure line launched in 1999, is a specialist in the outerwear segment and has a network of 500 points of sale world-wide, selling over 75,000 outerwear garments a year.

**iPod is a registered trademark of Apple Computer, Inc., registered in the U.S. and other countries.*

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