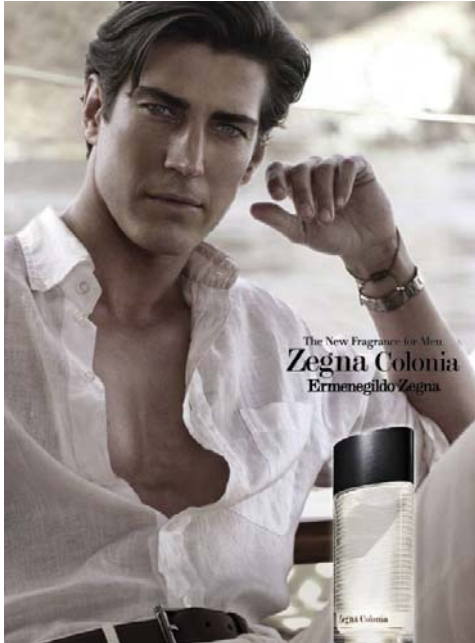


Ermenegildo Zegna

PRESS RELEASE

ZEGNA COLONIA *'The New Fragrance by Ermenegildo Zegna'*



THE ART OF 'LA DOLCE VITA'

Wearing Ermenegildo Zegna means belonging to a family. It means sharing the values that have driven this unique company since its inception: expertise handed down from father to son over four generations, and an uncompromising dedication to the finest natural materials, elegance, innovation and creativity.

Wearing Zegna means experiencing 'la Dolce Vita'. A unique state of mind where discrete elegance and timeless sophistication blend at the heart of a new fragrance. A universal fragrance bearing the Zegna signature and personality. Its name: Zegna Colonia.

MEN'S FRAGRANCE ACCORDING TO ZEGNA

With Zegna Colonia, the brand unveils its personal vision of 'la Dolce Vita'. A parenthesis of peaceful happiness bathed in the warm embrace of the Italian sun. A snapshot of an elegant silhouette and the entrancing eyes of a man dressed in white linen, captured in the space of an instant.

Between confirmed elegance and affirmed casualness, Zegna Colonia captivates from the very first moment with the sparkling energy of Sicilian bergamot, brilliantly blended with neroli and cardamom. The seductive game continues with the mellow, powdery embrace of iris heightened with galbanum. The fragrance gently unfurls on an accord of musk, benzoin and cedar, the signature of this atypical and addictive fragrance.

The Zegna Colonia line-up features a limited edition of After Shave Lotion, Shower Gel and Deodorant. This soothing trio is formulated on a base of linen fiber, a natural, effective, active ingredient in perfect affinity with the Zegna style.

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AUTHENTIC ELEGANCE

Elliptical and streamlined, the Zegna Colonia Eau de Toilette bottle echoes the characteristic sleek silhouette of Ermenegildo Zegna fragrances.

The conventional confounds of sartorial pinstripe fabrics, which highlight Zegna's acclaimed woven fabrics, resonate with fine white stripes on the bottle's design. A dark, brushed metal cap creates a counterpoint to the ambient freshness and underscores its masculinity.

The clear bottle shows off the color of the fragrance, evoking the sun's warmth and comforting luminosity. The striped grey box resembles linen fabric with an embossed texture, accented with a chocolate-colored band bearing the name Zegna Colonia in white, outlined in thin black border that flawlessly frames the brand signature.

"La Dolce Vita" is above all a state of mind, a way of looking at life: joyful, warm, positive and free. It also means enjoying the fine Italian life style. It immediately conjures up images of charismatic, intelligent and refined men accompanied by a radiant woman. A life filled with pleasure, sophistication and long summer days, la vita è bella! "

Anna Zegna, Image Director

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