

ZegnaSport

PRESS RELEASE

ZEGNA SPORT SPRING SUMMER 2009 COLLECTION

'Technology Driven'

The Zegna Sport collection fuses sport inspired design with urban style and technological innovations. The pivotal inspirational force for the summer season is engineered speed sports apparel and sophisticated streetwear, presented in a silver grey motor palette uplifted by bold metallic blue highlights.

Innovative design and performances are central to the Zegna Sport ethos, always constructing the perfect balance between a sportive and urban lifestyle look. Hidden technologies and innovations improve the functionality of technical clothing giving that extra operational edge.

The cutting edge innovation this season, is the *'Freeway Jacket'*, designed to improve safety in urban outdoor travel situations. Integrated into the collar is an LED light safety system for maximum night time visibility. Made of a water repellent fabric, with a breathable finishing process which guarantees water protection, and keeps body temperature constant while allowing perspiration to escape. An ergonomic contour confirmation, with leather detailing and neoprene stretch inserts ensures maximum comfort and movement, in an urban speedster style.

Engineered materials and design innovations improve performance and functionality. *Aqualite*, used for both reversible and non-reversible jackets is lined with a thermo-regulatory high performance fabric. Teflon coating on knitwear gives a water repellent performance for summer sports. *Microtene*, the historic engineered Zegna Sport waterproof fabric, is used for the *'Solar Jacket'* project. *CoolMax* stretch, the lightweight breathable comfort fabric for trousers and jersey. All fabrics guarantee a high level of comfort and performance.

Urban leisure wear has a speed spirit for Spring Summer, with leather motor jackets in Napa leather, or glazed paper hand finishes, and perforated leather sports bags in black leather evoking car racing interiors. Chinos with seat and knee reinforcements have been created for driving. Denim is always the protagonist of the urban wardrobe in organic cotton and linen, or in cotton silk stretch for the season.

Sportswear is given a new feel for summer. Light shell foldaway training suits with magnetic fasteners and laser cut detailing, are styled with organic cotton polo's and silver metallic sports shorts. A new thermo-seams technology allows for polo shirts and knits to be bonded without stitching, safe guarding maximum performance.

Multifunctional is key for Zegna Sport. Whether portrayed through reversible swimwear in quick drying fabric or reversible ultra light outerwear in *Aqualite* and cotton cashmere. The *'Globetrotter Sneaker'* is at the very essence of this concept with high performance cotton slip on inserts housed in a lightweight rubber shell, ideal for the man who balances a sporty and relaxed lifestyle.

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