

Ermenegildo Zegna

ERMENEGILDO ZEGNA SPRING-SUMMER 2006

Curious and innovative, the Ermenegildo Zegna man this season has the rare ability to combine new energies also in the most classic fashion themes. He never abandons his consolidated style, but skillfully recreates it season after season, adapting trends to satisfy his discerning taste for superb materials, perfect lines, and research in details. This season Ermenegildo Zegna unleashes all of his creativity upon color, which pervades in each collection -- Couture, Sartoria, Z Zegna and Zegna Sport – with the same enthusiastic results, even though it is presented in a different way to satisfy different vocations. The vibrant palette has the strength to illuminate even the most formal clothes: the business suit acquires newfound appeal if grey is given a silvery sheen and combined with light blue, or if purple is not merely a supporting actor in the background, but the protagonist of important details. Orange brightens leisurewear – in the reversible blouson jacket made of Aqualite, a breathable, waterproof techno fabric, for instance -- and is combined with refreshing beige, while green appears in the newest jackets, such as the completely deconstructed Piuma, and in all the series of ultra-soft dip-dyed articles with a vintage look. The ultimate touch comes from ties, which have never been as vibrant and eye-catching as this season: they are made of shiny satin for an exceptionally elegant look or silk that is woven to resemble the surface of mosaics for a superb textured/chromatic effect. Contemporary elegance is the most appropriate way to describe the evolution that all classic items have undergone, and fabrics have discovered new technologies that emphasize a modern design approach. Glossy mohair is blended with wool, and flowing Chinese silk is combined with Peruvian cotton in the brand new Silkskin, which is also used double-face for jackets with a pinstriped lining. There is an unusual silk and hemp blend, but denim also gets a new look with cotton and washed linen that has been treated to achieve a casual-chic dimension. All these fabrics represent the new frontier of a voyage in search of a fashion concept that skillfully balances luxury and modernity. The Micronsphere treatment, which offers extreme protection against stains, is applied this year to High Performance to achieve exceptional results. Design follows the same path of modernity. Suit lapels have a sleeker cut, pants are re-proportioned and often have no darts for a more youthful look, and polo shirts, which come in myriad variations of the stripe, are more fitted. Refined details add an unmistakable touch with chic linings, buttons with the Zegna logo, leather trim, and multipurpose pockets for activewear. Knitwear embraces the sophisticated spirit of the season and seeks the utmost in exclusiveness: cotton is softer, silk, even in a 100% version, is ideal, and it also focuses again upon cashmere with an almost impalpable lightness.