

Ermenegildo Zegna

micronsphere Traveller Fall – Winter 2005/06

Ermenegildo Zegna's Traveller collection is the newest recipient of Zegna's masterful and continued fabric innovation. Traveller's highly innovative yet traditional approach to a 100% pure wool fabric continues with superbly elastic and twisted wool yarns to produce an even more flexible and crease resistant yarn; a fibre so incredibly reactive with an unsurpassed resistance to creasing or wrinkling. Today, there is another 'twist' in the tail. Due to the perfection of traditional spinning techniques combined with new research and treatments (suitably called Nanotechnology), a new property emerges which gives the fabric structure complete resistance to staining.

The timeless 100% pure wool Traveller suit has been enhanced with a finishing technique deriving from an understanding and the observation of Lotus Flower leaves, which are completely resistant to any form of staining. The surface area of Lotus flower leaves is not entirely smooth and therefore it does not absorb any foreign particles allowing them to 'float' on the surface until water washes them away. The same concept is applied to the fabric surface, which is treated by Nanotechnology, and fills any uneven or rough surfaces preventing penetration of the fibres. The particles remain on the fabric surface and simply 'slide' off the surface with a cloth or a splash of water. Importantly, the Micronsphere treatment does not alter the distinctive yet natural feel of the fabric, which, as always, allows for a beautiful soft touch. And finally, the finish will maintain its properties through age or even dry cleaning.

The reality of a stain free garment with all the trimmings of sartorial elegance is finally here. Traveller is a line created for an International man who no longer needs to worry about imperfection but maintains his sophistication and feels impeccably safe in the knowledge that he will remain stain free.

For further information:
Ermenegildo Zegna Press Office
Miorica Bertolotti - tel:0258175371 e-mail:m_bertolotti@zegnaermenegildo.it