

Ermenegildo Zegna

INTRODUCES MADE TO MEASURE FOOTWEAR

Ermenegildo Zegna, the Italian label with a 30% share of the global luxury menswear market, has been artfully constructing Made to Measure suits, shirts, coats and ties since the seventies. Autumn 2004 sees Zegna expand its reach further with the introduction of Made to Measure footwear, available exclusively in the New Bond Street store, London.

Customers will be able to choose from three different models Derby, Oxford or Moccasin, with a choice of three skins Anliveau Calf, English Suede Superbuck & Grained Calf, in a varied colour spectrum ranging from Bordeaux to black and tobacco to cognac.

The shoes are constructed using the Goodyear High Performance method, where every shoe is buffed, milled and hand finished with hot waxing irons. The process combines exceptional flexibility with a water repellent guarantee.

Each pair is completed with a personalised touch, with the initials embossed in the sole and presented in a leather shoebox with a shoe cleaning kit. The finished bespoke shoes are delivered within 4 weeks to anywhere in the world – even to your yacht in Portofino.

Ermenegildo Zegna believe "Our customers want the very best. The very best fabric, tailoring, detail and most importantly, service. At Zegna, our attention to detail meets with our customer demands. The Made to Measure division is extremely important to the growth of Zegna. This is definitely the way forward".

The Ermenegildo Zegna Group is the world leader in fine men's clothing. It has a yearly output of 2 million metres of fabric, 350.000 sleeve units, over 1 million sportswear items and 1.5 million accessories. The Ermenegildo Zegna Group was founded in 1910 in Trivero, a small town in the Biella Alps by Ermenegildo Zegna. The young entrepreneur strove to create high quality fabrics for men's clothing and his strategy was focused on the selection of the best raw materials from their markets of origin, innovation in product and in the production process and promotion of the brand. The Group is still a "family business" and is managed by the fourth generation of the family: Ermenegildo and Paolo, as Ceo, Anna, Benedetta, Laura and Renata Zegna.

The service is currently only available in the Rome & London flagship stores.

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www.zegna.com

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