

## Autumn Winter Collection 2007/08

### *'Bluetooth iJACKET'*

This season Zegna Sport continues to offer cutting edge innovation, through the development of the Bluetooth iJACKET, a technological advancement of the acclaimed iJACKET. Allowing for today's communication driven consumers to be constantly in touch by phone whilst listening to music on the move, all controlled from the sleeve of the BT iJACKET.

The BT iJACKET pioneers the new trend for 'communication clothing' – by enabling the wearer to use the cellular phone and simultaneously listen to music with an iPod, managing both through the sleeve control panel. The Bluetooth interface & integrated microphone on the jacket collar allow for voice dialing and phone conversations to be interchanged with music. As an incoming call is received the music volume drops to notify the wearer and the sleeve control panel switches functionality to phone control mode.

This innovative technology reflects the highly aesthetic platform that Ermenegildo Zegna builds its philosophy upon, made from a laminated cotton fabric with lightweight down padding and leather detailing. The BTiJACKET also features a cellular phone pocket and a transparent iPod pocket, a detachable fur collar, microphone and headphone loop, ensuring every detail has function as well as appeal. Innovation is the key element of this new product, in which Ermenegildo Zegna brings a new level of sophistication to iPod and mobile phone users everywhere.

For the original iJACKET Zegna Sport has developed a leather version, in luxurious soft brown or black Nappa in a washed vintage look, with the iPod control panel laser embossed on the sleeve.

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# ZegnaSport

BT-IJACKET  
BLUETOOTH CONNECTIVITY



integrated control panel in  
embossed leather



incorporated Bluetooth interface  
and ipod pocket



incorporated cell phone pocket



technical internal BT-IJACKET label



incorporated collar microphone