

Z ZEGNA

The Z Zegna man for Spring – Summer 2006 has entered the dream factory of Cinecittà, the Hollywood of Italy, and emerges transformed, animated by the same feverish creativity of Mastroianni, Gassman, Fellini and Pasolini and the international jet set of the Fifties. The cinematographers of this generation are the ideal testimonials for the collection: Z Zegna taps into their refined spirit which is simultaneously intense and irreverent, luxurious yet intimately *degagé*, a *mélange* of beauty and character that is expressed in a lighthearted form of hedonism. Silhouettes are more form-fitting, lapels are narrower, pants are decidedly straight, and shirts discover the lightness of silk and the revival of the button-down collar. The mood is very masculine, and basic lines are softened by luxurious and intriguing details such as unusual and distinctive stitching, a belt with a logo-decorated buckle, a tab for a rolled-up sleeve, and a shoe that is a faithful replica of a vintage model.

Rome and its *banlieue* are the places of choice of the Z Zegna man, who relives the atmosphere that was once a genuine hotbed of creativity. Via Condotti is the stage for the most formal situations that freely interpret the needs of business apparel in a palette of colors ranging from black to navy. Suits are preferably made of polished wool or a blend of wool/mohair or wool/silk, all materials with a sleek, glossy look. Jackets, often in a two-button version, have personalized logo buttons that are set lower. Lapels are top-stitched, while straight-legged pants have no pincers. Ties are narrow and often worn inside the neckline of a short-sleeved micro-jacquard pullover with Henley collar. The sporty look, that always has a touch of elegant “dandy” nonetheless, comes alive in Cinecittà. The Marcello M. jacket, a name that is a just tribute for an icon-garment, is completely deconstructed and has a cotton lining in a contrasting color. The jacket is worn over a dip-dyed linen shirt and gray or leather trimmed denim that flaunt the logo on a metal tag on the belt loop or as oversized embroidery on a pocket. There are vintage-look jackets made of washed leather and others made of ultra-light suede. Via Veneto is the evocative setting for the evening theme that expresses sophisticated yet relaxed elegance with tuxedos, suits and jackets in shades of deep blue or butter that are made of glossy materials such as shantung, and with silk shirts and glittery shoes. Vacations become intense experiences on the island of Ponza when dressed in luminous white with hints of tiny gold glimmers, such as the logo buttons on the blazer, or in a more summery palette with rich shades of pumpkin, carrot, iris and chocolate. Pants and shorts are made of linen and feature double belt loops. Jackets are deconstructed and dip-dyed and have hemp thread or cotton *cannete*’ trim, or they are made of pinstriped linen and are carried over the shoulders like a backpack thanks to grosgrain straps applied inside. The utterly luxurious python snakeskin blouson has an irresistible rough feel “softened” by a sophisticated dip-dyed technique.