

'Zegna presents a new collection of underwear and loungewear for AW07-08'

Embodying the spirit & tradition of the Ermenegildo Zegna brand, the underwear collection makes its return for Autumn Winter 2007-2008. First introduced in the 1950's the underwear line has sophisticated quality, with an iconic masculinity underscoring the 'World of Zegna'.

The collection, has been artfully designed and created to satisfy all the intimate wardrobe requirements of the Zegna man. Expanding from under garments through to nightwear, lounging robes and socks. Focusing on refined details and luxurious materials, in line with the understated style and masculinity that is synonymous with Ermenegildo Zegna.

The iconic Zegna pinstripe has been used throughout the collection. Adorning the waistband of boxer shorts and incorporated within designs, echoing the style of the tailoring lines and recalling Zegna's rich fabric history.

Ermenegildo Zegna is renowned for innovation and the underwear line is no exception. Pioneering the use of 'Cashco', the luxurious handling cashmere and cotton fabric for the first time in underwear design.

Representing the pinnacle in undergarment luxury is "Filo di Scozia", a soft handling cotton used by only the top specialist underwear manufactures. Its durable & comfortable properties ensure a gentleman's wardrobe is completed, with premium quality top and bottom under garments.

Branding is discreet, with subtle personal initials and jacquard logos or engraved metal labels. Whilst the luxurious personal touch is given through initial monogramming, which is available by request.

Night and loungewear has been created in deluxe and sumptuous fabrics. With pyjamas, boxer shorts and nightgowns offered in exclusive silk, poplin cotton and luxurious Orylag. Completed with pinstripe patterns, refined trimmings and personalized monograms.

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