



*PRESS RELEASE*

## CHINA 20<sup>TH</sup> ANNIVERSARY LIMITED EDITION

Since Ermenegildo Zegna started his wool mill in 1910, he has been considered a pioneer of his time with a vision that extended far beyond the hills of his hometown, Trivero. This innovative spirit has been passed down from generation to generation and continues to rank foremost among Zegna's values.

Twenty years ago in 1991, Zegna was one of the first luxury companies to enter the Chinese market with a store in Beijing. Since then Ermenegildo Zegna has built a unique reputation for satisfying the sartorial needs of even the most demanding clients with superior and high quality garments, creating a retail network of over 90 stores across Greater China.

To celebrate this momentous occasion, Zegna is launching an elite Limited Edition 20<sup>th</sup> Anniversary collection of watches, cufflinks, mobile phones and fabrics in collaboration with partners of international fame and prestige, including Girard-Perregaux, Tateossian and Vertu.

Each article in this special collection will be produced in only twenty pieces to commemorate this important milestone in Zegna's history.

## CHINA 20<sup>TH</sup> ANNIVERSARY PRODUCTS PRESS MATERIAL SUMMARY

### *1. CHINA 20<sup>TH</sup> ANNIVERSARY LIMITED EDITION WATCH*

- Twenty precious and rare limited edition watches specially created by the Manufacture of "Haute Horlogerie," Girard-Perregaux.

### *2. CHINA 20<sup>TH</sup> ANNIVERSARY LIMITED EDITION CUFFLINKS*

- Twenty limited edition cufflinks specially created by Tateossian

### *3. CHINA 20<sup>th</sup> ANNIVERSARY LIMITED EDITION MOBILE PHONE*

- Twenty limited edition mobile phones specially created by Vertu

### *4. CHINA 20<sup>TH</sup> ANNIVERSARY LIMITED EDITION FABRICS*

- Two prestigious fabrics, from each of which twenty individually numbered suits will be crafted by hand and will feature the client's name engraved onto the buttons and woven into the labels for a truly unique personal touch

# Ermenegildo Zegna



## THE CHINA 20<sup>TH</sup> ANNIVERSARY LIMITED EDITION WATCH



Year 2011 sees Ermenegildo Zegna celebrating its 20th Anniversary in China. For the occasion the Italian luxury lifestyle brand presents a limited edition and numbered collection of watches as a testimony of the traditional attention to quality and details of the Zegna family.

The "China 20<sup>th</sup> Anniversary Limited Edition Watch" is realized by the renowned Swiss manufacture "Haute Horlogerie", Girard-Perregaux.

This partnership is the result of a meeting and subsequent relationship between the two families, Zegna and Macaluso, whose names are associated with the quest for perfection and global mastery of distinct expertise and timeless style.

Gildo Zegna, CEO of Ermenegildo Zegna, stated: "I'm very proud of the great success of the Ermenegildo Zegna Centennial Limited Edition Watch — the result of a synergic collaboration with Girard Perregaux, the perfect partner inside the "Haute Horlogerie" world. Our brands have a common family vision with long-standing heritage and we are both passionate about delivering nothing but the finest quality. The "China 20<sup>th</sup> Anniversary Limited Edition Watch" is a testament to the excellent achievement we obtained together last year and I am confident that with this new limited edition watch, we will successfully satisfy the Chinese demand, one of the most important markets for the Group."

Stefano Macaluso, Girard-Perregaux Managing Director said, "After the successful launch of the Ermenegildo Zegna Centennial Limited Edition Watch, this exclusive creation for their 20<sup>th</sup> Anniversary in China once again demonstrates that the incredible qualitative values of the Zegna style merge perfectly with the excellence and expertise of the top end Swiss watch making."

The China 20<sup>th</sup> Anniversary Limited Edition Watch, with its timeless design, is adorned with an elegant rose gold case, true to Girard-Perregaux's great chronograph tradition, as well as a rare and sophisticated movement, specially designed and manufactured by Girard-Perregaux. On the dial, a tachymeter scale lends it an assertively sporty character, while the logo in red at 6 o'clock is a discreet tribute to the 20 years that Ermenegildo Zegna has been in China.

# Ermenegildo Zegna



The heart driving this model is a self-winding mechanical movement of the Swiss Manufacture, whose complexity is revealed through the sapphire case-back adorned with the Ermenegildo Zegna China 20<sup>th</sup> Anniversary logo.

The mechanism features one of the most spectacular watchmaking combinations -- a coaxial Rattrapante chronograph with Foudroyante. The two superimposed second hands of the Rattrapante chronograph enable to time several events which start simultaneously but which last for different times. The Foudroyante is represented by the red hand in the counter at 9 o'clock, and enables to measure the final chronograph time to one-eighth of a second. It completes one revolution of the counter per second, stopping on one of the 8 sections at the end of the timed event.

The "China 20<sup>th</sup> Anniversary Watch" is only available as a limited edition of 20 pieces, individually numbered to celebrate these two unforgettable decades.

## Technical specifications



- Case: 18kt rose gold
- Diameter: 40 mm
- Height: 15.15 mm
- Sapphire crystal
- Case-back: sapphire case-back fastened with 7 screws
- Water resistance: 3 ATM (100 feet)
- Girard-Perregaux GP04C0 movement, self-winding mechanical movement
- Calibre: 13 1/2'''
- Frequency: 28,800 vibrations/hour (4 Hz)
- Jewels: 40
- Power reserve: minimum 40 hours
- Functions: hour, minute, chronograph with rattrapante and foudroyante (1/8<sup>th</sup> of a second)
- Alligator strap with pin of buckle adorned with the Ermenegildo Zegna logo
- A limited edition of 20 numbered watches presented in a fine leather box



## THE CHINA 20<sup>TH</sup> ANNIVERSARY LIMITED EDITION CUFFLINKS



To proudly celebrate China 20<sup>th</sup> Anniversary, Ermenegildo Zegna affirms its prestigious collaboration with Tateossian by creating a Limited Edition collection of cufflinks in solid 18kt rose gold portraying Zegna China 20<sup>th</sup> Anniversary seal with discreetly embedded rubies.

Ermenegildo Zegna and Tateossian are two brands at the pinnacle of their respective development. Each has succeeded in achieving unequalled quality by striking a delicate balance between craftsmanship, style and creativity, and combining it with the exclusive use of the highest quality materials, in-depth research and extreme attention to detail.

Naturally exclusive, the China 20<sup>th</sup> Anniversary collection is only available as a Limited Edition of 20 pieces in the most exclusive Greater China Zegna stores.

### Technical specifications

Materials: 10pcs (0,56ct) of rubies per pair and 18kt pink gold

- Large size ruby on top: 8pcs: 0,50ct
- Small size ruby on the whale tail: 2pcs: 0,06ct

A limited edition of 20 numbered pieces displayed in an exquisite leather box.

# Ermenegildo Zegna



## THE CHINA 20<sup>TH</sup> ANNIVERSARY MOBILE PHONE



China's 20<sup>th</sup> Anniversary is a great opportunity for Zegna to approach the world of mobile phones for the first time through a synergic collaboration with Vertu, the pioneer and leading manufacturer of luxury phones worldwide.

Created to complement the discerning customer's lifestyle, Vertu offers the finest in design, engineering and manufacturing in combination with tailored, luxury services. Vertu blends technology with traditional craftsmanship, assembling every phone by hand at the company's headquarters in England.

The result of this exceptional collaboration is a unique product: a limited edition of 20 pieces available only in the most exclusive Greater China Zegna stores. The Signature Vertu for Ermenegildo Zegna China 20<sup>th</sup> Anniversary Limited Edition presents Vertu's iconic Signature handset in precious rose gold, sapphire crystal and exotic alligator skin as a canvas to unveil the Zegna 20<sup>th</sup> Anniversary seal in a setting never previously seen.

Gildo Zegna, CEO of the Group states: "It's the first time that Ermenegildo Zegna designs a mobile phone, and since the beginning Vertu proved to be the ideal partner for this project. We share a passion for exclusive products of excellence that are the expression of the values of both companies. Having decided to launch the first Ermenegildo Zegna mobile phone in China is a tribute to this great country, which 20 years ago, opened its doors to us and today shares our passion for men's luxury lifestyle."

Perry Oosting, Vertu President says: "Vertu is very proud to be working with Ermenegildo Zegna for its 20<sup>th</sup> Anniversary in China. We are delighted to commemorate this great achievement with a specially designed handset from our iconic Signature collection and a unique suite of tailored luxury services."

# Ermenegildo Zegna



## Handset features:

- Case: 18 kt Rose Gold
- Sapphire crystal face and keys: made up of a total of 30 sapphire crystal parts totaling 106.95 kt
- Select Key feature of a 0.35 kt princess cut ruby
- Back of the handset: covered in brown alligator skin
- Backplate engraving of the Zegna logo
- "Vertu for Ermenegildo Zegna" wake up graphics
- Hand crafted brown alligator case with polished red gold V logo and China 20<sup>th</sup> Anniversary Logo embossing
- Limited and numbered edition of 20 pieces supplied in a luxurious personalized presentation box
- Exceptional benefits and opportunities for Ermenegildo Zegna's customers delivered via Vertu's

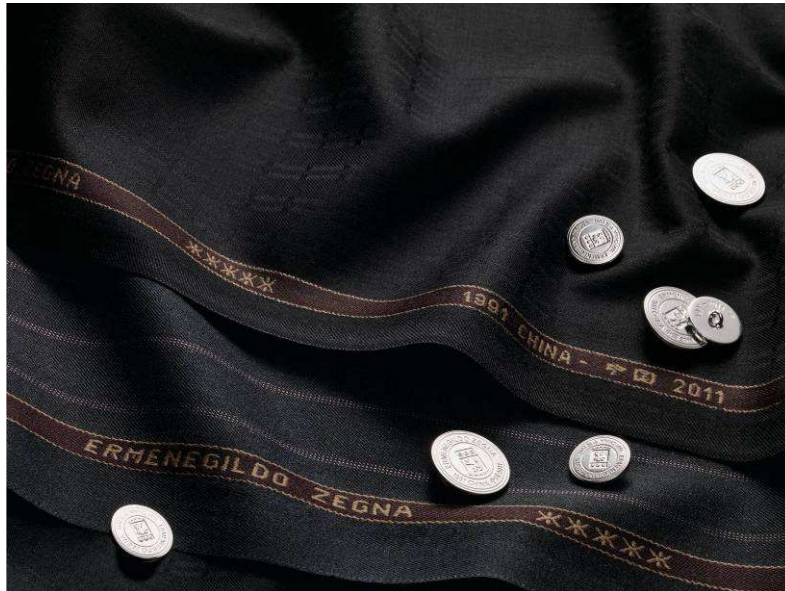
## Lifestyle Services:

- Zegna Personal Style Advisor: exclusive and individual style advice from Zegna senior style experts. The perfect outfit for every occasion, geography and climate. Exclusive appointments with Zegna style experts available through Vertu Concierge at home, in the office or in any Zegna flagship store globally.
- Zegna Luggage Response: emergency replacement in the event of a lost suitcase. Delivered to your hotel, Zegna provides a global replacement service and selects relevant outfits and combinations for your individual travel occasion.
- Zegna articles and experiences: rich articles, interviews and insights from the world of Ermenegildo Zegna as well as unique Zegna experiences and events – delivered through Vertu Select and exclusively available to owners of this 20<sup>th</sup> anniversary limited edition handset.

# Ermenegildo Zegna



## THE CHINA 20<sup>TH</sup> ANNIVERSARY LIMITED EDITION FABRIC



As a testimony of its unequalled success in China, Ermenegildo Zegna offers two unique fabrics, signature of the link between the Chinese culture and the sartorial tradition of the Ermenegildo Zegna Wool-Mill:

- A super fine "Pin-Stripe" 12mil12 worsted fabric with a special pattern that recalls the Bamboo, a symbol of longevity in the Chinese culture
- "Double Warp" 12mil12 worsted fabric woven with a particular technique that creates a fabric finished on both sides, one pinstriped and one fake plain.

Naturally exclusive, the "China 20<sup>th</sup> Anniversary Su Misura Collection" is only available as a limited edition, 20 crafted suits each individually numbered, with the client's name engraved on the buttons and woven onto the garments labels, to celebrate Zegna's 20 pioneering years in China.

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