

Ermenegildo Zegna

PRESS RELEASE

ERMENEGILDO ZEGNA SPRING-SUMMER 2012

Shining Silk Passion

An Ermenegildo Zegna SS12 collection unveiled during the break of the dawn: a beach setting covered by a dazzling light to suggest passion and love. Imagine him awake and lying on the sand next to her still asleep; he is wearing delicate knitted garments from Ermenegildo Zegna's next summer wardrobe. Colours washed by the sea and fabrics bleached by the sun, powdery whites that turn progressively to subtle ecrus to match various pale sky blues, a mauve that becomes purple and a grey that fades into a sage green.

This romantic, cinematographic appeal is not only to be found in original colour contrasts but also in soft silhouettes revealed by fitted light suits and jacket-trousers elegant combinations. Such is the natural, nonchalant attitude that characterizes the entire collection, in which fabrics play an even more important role than ever. Above all, pure silk, a natural, classic fabric has been developed by Zegna to produce extraordinarily high performing finishes. Technological silk *-Microsilk-* a resin silk creased for suits, trench coats and safari jackets, or mixed with cotton *-Silkco-* smoothed and waxed for raincoats and jackets. Or again, the soft silk of knitwear and jerseys, blended with cashmere and linen, featuring prints that appear to be bleached by the sun.

The collection isn't only plentiful in color but also filled with tactile contrasts. Fabrics are shiny and matte, ironed and creased, organic and super-technical, formal and casual.

The new "jacket-set" is made of a jacket and a matching overcoat in the same material, worn over "sharp jogging pants" in wrinkled suede. New this season and very much wearable is the crispy perfectly proportioned unlined double-breasted blazer recalling the Spencer jacket. Double-sided lined raincoats in coated cotton alongside duster coats seem to have been just pulled out of a suitcase; to be paired with ultra-light chenille polos and Duo ties on striped silk-cotton shirts, these cover-ups are the ultimate staples for a masculine casual summer wardrobe.

As if wishing to offset the fabulous utility of suiting, accessories are solid and down to earth starting with sandals and two-tone lace-ups with robust, clear natural rubber soles. Bags have clean lines and are made of leather with metal finishes. Also strong in character is the deconstructed suede version with contrasting colors. Lightweight, colorful frameless sunglasses and airy silk jacquard scarves with tiny geometrical patterns are all a part of an accessories collection that is indispensable for escaping to one's private paradise in style.

Live Performance by Finzi Pasca Company