

Z Zegna

PRESS RELEASE

Z ZEGNA SPRING-SUMMER 2012 *MY ABSTRACT SUNDAY*

Inspired, joyful, sophisticated, the Z Zegna collection for summer 2012 resolves an apparent contradiction between the rational and pragmatic on one hand, and intimate, impelling desires on the other. The tension between these conflicting ideas leads to a versatility and eclecticism that breaks boundaries creating an overwhelming sense of freedom and opportunity.

The palette is a kaleidoscope of positive emotions. White, navy and steel grey become alive next to tones of lime, topaz, chestnut and sunflower yellow. This vibrant juxtaposition of color is particularly evident in prints which range from the geometric to the hand drawn.

The season's silhouette reflects a sartorial taste that's as self-assured as ever. An innovative shirt shoulder construction lends a modernity to tailoring and outerwear, emphasizing fluidity and ease. Short, slim double-breasted jackets, blousons and jerkins have a sophisticated, decontracté allure and are paired with either slim or wide sailor-style trousers worn short over contrasting shoes. V-neck or shawl neck shirts and knits are worn underneath or on their own. Outerwear gives a final unexpected twist, architectural in its volumes, from the A-line peacoat to the oversized raincoat.

Contrasts of ultra-lightweight and rigid, structural fabrics used in surprising ways intensify and energize. The finest natural fibers, linen, cotton and hemp, are "GLAZED" or "RUBBERIZED" using the latest techno finishes originally developed for outerwear. This concept reaches its zenith with the collection's iconic garments: "VITRIFIED SILK JACKETS, SUITS AND BLOUSONS", using an ingenious and original technique devised in the Zegna laboratories, where the fabric is coated with an infinitesimally thin ceramic membrane that gives structure and impermeability whilst staying incredibly light and smooth. In contrast to this technical innovation, the collection has also been enriched with materials such as vegetable-dyed kangaroo leather and pure linen denim. The knitwear is original in both pattern and materials including hand knits made from strips of woven fabric, and espadrille inspired jacquards which you can see in the unique single and double breasted sweater-jackets.

Colored derby shoes with contrasting soles, plain or with printed patterns, loosely knotted buckle-less belts, bags with macro print stripes and checks are all ideal accessories in the composition of this spontaneously creative look.

"As in everyday life there comes a time to live with a carefree spirit and choose what our deepest nature dictates, so in this Collection we can evolve the rules and regulations of our wardrobe and embrace a lighter and freer look built around pure at heart mix and matches."

Alessandro Sartori