

# Ermenegildo Zegna

## PRESS RELEASE

### Ermenegildo Zegna celebrates 30 years of store openings with the New Paris Global Store on Rue du Faubourg Saint-Honoré

#### *Passion for Paris*

Milan, June 22<sup>nd</sup> 2011 - Ermenegildo Zegna will inaugurate its new Global Store at 50 Rue du Faubourg Saint-Honoré in June 2011, thirty years after the opening of its first boutique that marked the entrance of the brand in its own retail business and the constant growth in the market, where it has established itself over the years as synonymous with quality and excellence.

Designed by renowned architect Peter Marino, the store showcases the full spectrum of Ermenegildo Zegna collections within the 500m<sup>2</sup> of luxury selling space. All of Ermenegildo Zegna's diverse offerings, ranging from formal to casual wear, accessories and fragrances, to the Z Zegna and Zegna sport brands, are displayed within the store's five floors.

On the store's exterior, metallic strands resemble the textile composition of warp crossing weft, transforming raw material into fibers. The store's interior features two state of the art elevators with metal design details reminiscent of the loom. In keeping with the Italian heritage of the brand, the Paris Global Store will house modernist furnishings such as a pair of lounge chairs designed by Gio Ponti for Cassina in 1964 and a set of Artona armchairs by Afra and Tobia Scarpa.

This original furniture also compliments specially commissioned artwork. Frank Thiel's modern interpretation of a historical loom from the wool mill in Trivero and an Oasi Zegna landscape photographed by Mimmo Jodice enrich the visual experience in store.

The collections are ideally displayed across different areas specially designed to create a virtual journey through the Zegna world. Customers begin their experience on the ground floor and traverse the store's multiple levels, ultimately reaching the luxury room, an area devoted to personal shopping. The luxury room, featuring an artisanal wooden floor and golden stucco walls, becomes the most impactful and intimate space inside the store.

A key inspiration for the store design has been the fabrics created at Zegna's eponymous wool mill in Trivero, Italy for over one hundred years.

The Paris Global Store is the 11<sup>th</sup> Peter Marino Concept Store to open. This store, along with 10 others in Milan, New York, Las Vegas, Tokyo, Dubai, Hong Kong, Shanghai, Shenzhen, Hangzhou and Chengdu are the result of a fruitful partnership with the world-renowned architect Peter Marino, whose design echoes the brand's use of quality materials, integrity and modern style throughout the space. Of exceptional note is New York's Fifth Avenue Global Store, which won the American Institute of Architects New York State Merit Award for Architecture in 2008.

*"Our new Global Store in Paris is a sign of the importance we attribute to France and its capital," states Ermenegildo Zegna, CEO of the Group, "the first worldwide Ermenegildo Zegna store was opened in Paris in 1981 in Rue de la Paix and was designed by the Italian architect Vittorio Gregotti. Now in 2011, 30 years later, we celebrate our commitment to Paris and to France which continue to play a crucial role in our growth with a global store designed by architect and friend Peter Marino. We will operate the Rue du Faubourg Saint-Honoré store directly, thereby boosting our brand's retail development even further and giving even greater prestige to our presence in one of the most beautiful and international cities in the world."*

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## *About Ermenegildo Zegna Group*

*The Ermenegildo Zegna Group is a leading luxury menswear brand and one of the most renowned businesses in Italy. Founded in 1910 in Trivero, in the Biella Alps, by the young entrepreneur Ermenegildo, whose vision was to ethically create the world's finest textiles through innovation, sourcing the noblest fibers directly from their markets of origin, managed today by the fourth generation of the Zegna family. Since the late 1980's, the company has implemented a comprehensive strategy of verticalization, creating a global luxury brand which now ranges from fabric to clothing to accessories - and focused on retailing, pioneering early entry in emerging luxury markets, BRIC and Asia in particular, and was the first luxury brand to open a monobrand store in China in 1991. Ermenegildo Zegna celebrated 100 years of excellence in 2010. Today there are over 560 Zegna stores (330 company-owned) in 80 countries around the world; together they generated an overall turnover of €963m in 2010.*

[www.zegna.com](http://www.zegna.com)

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