



PRESS RELEASE

Zegna celebrates 20 years in Turkey

Istanbul, October 3, 2011 – With the arrival of 2011, Zegna celebrates twenty years of activity within Turkey, a fascinating land that represents a crossroads of cultures, a bridge between continents, and a mixture of ancient beauty, modern enterprise, avant-garde and tradition.

Since the beginning of the wool mill in 1910, Zegna has given testimony to a farsighted strategic vision that has guided the family, even in its commercial development, to territories unexplored by players in the luxury menswear business.

This pioneering spirit has been handed down from generation to generation, cultivating a corporate culture characterized by high value-added formulas: technological innovation merged with couture craftsmanship, love for heritage in harmony with the development of economic activities within emerging markets; the sensory beauty of raw materials sourced from among the finest natural fibers in the world paired with the contemporary emotional experience of a Zegna store, real or virtual. Together with a love for nature, the arts, and for the communities within the territories in which the company operates.

Zegna's expansion in Turkey was done considerably before other competitors and is marked by several important milestones: the opening of the first mega store in Nisantasi, Istanbul, in 1991, the opening of a Zegna store within the prestigious Shopping Mall IstinyePark in 2007, the distribution of Zegna collections throughout the years via a network of 12 dedicated departments within Beymen, the largest retail vendor of luxury brands in Turkey, and the two Ermenegildo Zegna stores within the Atatürk and Sabiha Gökçen airports.

Over the last 20 years Zegna has consolidated its presence in Turkey and has established a manufacturing plant in Tuzia dedicated to producing shirts for the Zegna brands.

With over 400 positions, Zegna has increased local employment while exporting a business model that supports the highest levels of job security. Turnover is low, and the high degree of employee loyalty helps ensure adherence to international quality standards, both in the processes and in the product. Advanced technology for the processing of fabrics, the competence of human resources, and the management of delivery times are great strengths in the production of Made to Measure shirts that are appreciated all over the world.

To celebrate its 20th year in Turkey, the Zegna Group is launching the 20th Anniversary Limited Edition, an exclusive collection of fine items from the Couture Zegna Total Look collection of watches and cufflinks featuring the anniversary logo. The collection is offered in collaboration with Girard-Perregaux and Tateossian, prestigious partners of international renown.

"Celebrating 20 years in Turkey is an important result for the group," says Ermenegildo Zegna, CEO of Ermenegildo Zegna. "We were pioneers, penetrating a market that at the time was not familiar with luxury products. Today, after 20 years, we have consolidated our presence and we continue to share the same vision for business development and respect for the traditional values of the brand. The Asian side of Istanbul, Ankara, and the tourist areas in Antalya and Izmir, are now the goals towards which we look with great attention."

In honor of the celebrations, the Zegna Foundation will support the Mika-Der Foundation, a charity that aims to improve the living conditions of children who have suffered sexual abuse or family

Ermenegildo Zegna



violence by offering them the opportunity to live in safe and organized structures. The goal of the association is to support the development of the child in a protected environment and help in his social integration. The Zegna Foundation has pledged to completely furnish two apartments for up to 12 children, confirming the commitment to philanthropic and environmental causes that the Zegna family has always exported together with the business development activities of the company.

Ermenegildo Zegna

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 and sourcing the noblest fibers directly from their markets of origin, the company is managed today by the fourth generation of the Zegna family. Since the late 1980s, the company has implemented a comprehensive strategy of verticalization, creating a global luxury brand which now ranges from fabric to clothing to accessories, is 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 87 countries around the world. Revenues in 2010 reached €963 million.

www.zegna.com

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