



PRESS RELEASE

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

Since Ermenegildo Zegna started his wool mill in 1910, he was 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 our values.

Twenty years ago in 1991 Zegna opened a flagship store in Nişantaşı-Istanbul becoming one of the first luxury players to enter the Turkish market. From then on Zegna has developed its distribution network with products sold in 12 Beymen corners. In 2007, Zegna opened a second store in the prestigious shopping mall IstinyePark. This success story underlines the brand's commitment to satisfying local sartorial demands and to providing a memorable tailoring experience.

To celebrate this momentous occasion, Zegna is launching an elite Limited Edition 20<sup>th</sup> Anniversary collection that includes watches and cufflinks in collaboration with partners of international fame and prestige such as Girard-Perregaux and Tateossian. In addition to accessories, a special Zegna Couture ensemble has been designed.

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

1. *TURKEY 20<sup>th</sup> ANNIVERSARY LIMITED EDITION WATCH*

Five unique watches made by the Manufacture of Haute Horlogerie, Girard-Perregaux.

2. *TURKEY 20<sup>th</sup> ANNIVERSARY LIMITED EDITION CUFFLINK*

Five unique pairs of cufflinks designed by Tateossian.

3. *TURKEY 20<sup>th</sup> ANNIVERSARY EXCLUSIVE COUTURE TOTAL LOOK*

A Zegna Couture suit cut in a 15 micron Australian superfine wool fabric presented with its exclusive shirt, regimental tie, Derby shoes and hand-finished belt in French calf leather.



## TURKEY 20<sup>TH</sup> ANNIVERSARY LIMITED EDITION WATCH



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

The "Turkey 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 a 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 by nothing but the finest quality. The "Turkey 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 entice the Turkish market."*

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 Turkey once again demonstrates that the incredible qualitative values of the Zegna style merge perfectly with the excellence and expertise of top end Swiss watch making."*



The "Turkey 20<sup>th</sup> Anniversary Limited Edition Watch" is classic in design and contemporary in use. Adorned with an exquisite rose gold case, the chronograph timepiece features unique technical specificities signed by Girard-Perregaux.

On the dial the commemorative "20 Years" text honors Zegna's longstanding presence in the market. The Zegna family crest is engraved on the case-back.

## Technical specifications

- Case: pink gold
- Diameter: 40mm
- Height: 12.65mm
- Sapphire crystal
- Case-back: sapphire case-back with family crest
- Water resistance: 3 ATM (100 feet)
- Girard-Perregaux GP03300-0032 movement, automatic
- Caliber: 13'''
- Frequency: 28,800 Vib/h (4 Hz)
- Jewels: 63
- Power reserve: min 46 hours (chrono not running)
- Functions: hours, minutes, small seconds and chronograph
- Alligator strap with pin of buckle adorned with the Ermenegildo Zegna logo
- A limited edition of 5 numbered watches presented in a fine leather box



## TURKEY 20<sup>TH</sup> ANNIVERSARY LIMITED EDITION CUFFLINKS



To proudly celebrate 20 years of presence in Turkey with distinguished attention to sartorial details, Ermenegildo Zegna in collaboration with Tateossian is pleased to present limited edition cufflinks in 18k pink gold and featuring the Turkish 20<sup>th</sup> Anniversary emblem.

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.

The Turkish 20<sup>th</sup> Anniversary collection is available as Limited Edition of only 5 pieces in the Zegna Turkish stores.

### Technical specifications

- 18k pink gold with engraved logo
- Weight of the gold: 14.67g
- A limited edition of 5 numbered pieces displayed in an exquisite leather box.

# Ermenegildo Zegna



## TURKEY 20<sup>TH</sup> ANNIVERSARY EXCLUSIVE COUTURE COLLECTION

To celebrate its success in Turkey, Ermenegildo Zegna offers an exclusive *Couture Total Look*. The *Couture* ensemble includes:

- A single breasted suit made of an exclusive 15mil15 shadow striped fabric featuring a distinctive burgundy Turkish Anniversary branded jacquard lining. The distinguished Turkey 20<sup>th</sup> Anniversary selvedge is found inside the bottom sleeve and in the trousers' waistline. Outstanding finishes include one-of-a-kind buttons with the Turkey 20<sup>th</sup> Anniversary emblem.



# Ermenegildo Zegna



- A pure cotton pink shirt with burgundy stripes and French cuffs.
- A pure silk burgundy jacquard tie with a regimental pattern featuring the Turkey 20<sup>th</sup> Anniversary logo.



- A pair of hand-polished Derby shoes in French calf leather characterized by perforations on the upper Goodyear sole and a special burgundy lining.
- A reversible black/burgundy belt in French calf leather with a squared buckle in palladium/pink gold.



# Ermenegildo Zegna



## TURKEY 20<sup>TH</sup> ANNIVERSARY SU MISURA COLLECTION



As a testimony of its unequalled success in Turkey, Ermenegildo Zegna has created an exclusive 15 micron Australian superfine wool fabric to be used for made-to-measure suits paired with a customized shirt and an limited edition tie.

Timeless elegance with a contemporary appeal, the grey-burgundy chosen shades emphasize their sophisticated sobriety. In line with Ermenegildo Zegna's sartorial codes, the anniversary fabric symbolizes tradition that serves the present and inspires the future.

This special 20th Anniversary Su Misura Collection is a "thank you" to loyal Turkish customers that have shown an unconditional support to Zegna over the years. Every garment will be crafted and designed to meet each customer's personal taste.

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