

ZZegna

PRESS RELEASE

Spring Summer 2012 Product Highlights

For this Spring Summer season, Z Zegna designs its collection:

- combining elegance, art and creativity with a masculine edge
- creating strong innovation in design, styling, materials and colours
- connecting to the brand's values but still looking to the future

As every season, the initial starting points were:

- the arts world
- the Zegna Heritage
- the world of today

GLAZED SILK

Jackets, bombers, shirts and trousers are dyed with silicon resin, that is sprayed on the finished garment. After drying the silk becomes glossy and translucent thanks to an infinitesimally thin ceramic membrane that gives structure and impermeability whilst staying incredibly light and smooth



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PRINTS

Abstract prints from the 60's Expressionism, become inspiration for this SS12 Collection, either for a casual or an elegant outfit.

The result is a fresh Summer innovative look that doesn't forget the beauty of the past.



ESPADRILLAS FABRIC

A composition of cotton, linen and canvas in natural colours, creates a jacquard effect, usually used for the "espadrillas" shoes (especially popular in Catalonia and the Basque Country) is now reinvented for knitwear and knitwear jackets.



Z Zegna SS12 ICONS

		
<p>Look 1</p>	<p>Look 17</p>	<p>Look 21</p>
<p>Belted double breasted suit with white shirt, wide trousers and derby shoes</p>	<p>2 button compact-cotton jacket with sky blue details worn with boat neck T-shirt, wide leg trousers and derby shoes</p>	<p>"Espadrillas fabric" single breasted knitwear jacket worn with crew neck cotton t-shirt, white cotton Bermuda and derby shoes</p>
		
<p>Look 24</p>	<p>Look 29</p>	<p>Look 38</p>
<p>Short abstract printed blouson worn with striped knit, narrow pants and derby shoes</p>	<p>Brown glazed silk blouson worn with light coffee wide trousers and derby shoes</p>	<p>Glazed silk double breasted jacket worn with shirt, narrow pants and derby shoes</p>

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