

Ermenegildo Zegna

Passion for Cashmere

Personalized Premium Cashmere: Zegna's world famous knitwear can now be personalized

October 2011 – Zegna excellence is expressed in the constant evolution towards satisfying the desires, the needs and the individuality of our customers, anywhere in the world. The mark of a unique, contemporary style that is instantly recognizable by the quality of garments and accessories that are made with the finest materials. Aligned perfectly with this vision, Zegna's newest offer is both personal and innovative.

The launch of the Personalized Premium Cashmere collection, available in the most important Zegna stores within Europe, Asia and the USA, is the evolution of a product known for its prestige and excellence. Selected pieces made with Premium Cashmere yarns, including crewneck, V-neck and half zip sweaters, are now, for the first time ever, adjustable in length thanks to the new "size extension" service that allows the customer to lengthen or shorten the torso and sleeves up to 6 centimeters, thereby guaranteeing a perfect fit compared to standard sizes. Further personalization is also available, from the embroidery of the client's name on the label to his initials on the lower edge of the sweater (positioned on the right or the left).

Zegna has chosen to pair its new customization service with a yarn that has been passionately valued by lovers of fine knitwear since the beginning of the woolen mill. Each piece in the Premium Cashmere collection is made exclusively from the finest "white" cashmere fibers; fibers that are recognized as the best in the world and are obtained from the fleece of young mountain goats raised in Mongolia. Only the finest of these fibers, those that meet strict quality parameters - 14.5 microns in diameter and 42-44 mm in length - can become premium Zegna cashmere, renowned for being warm, lightweight and extremely soft. Even the purity of the white is an essential selection criterion, as the only way to get excellent color results during the dyeing is from a perfect base. And only from the most perfect fibers can we obtain the blends, rich colors and fine nuances that yield the precious and particular characteristics of every Zegna Premium Cashmere sweater.

Every Premium Cashmere garment is made at the Zegna knitwear factory in Biella, Italy. Customized knitwear is delivered within 21 days from the time of the order, both within Europe and in 28 countries outside Europe.

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 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. The total Group revenues in 2010 reached € 963 million.

www.zegna.com

For more info:

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