



ZEGNA

OUR ROAD, BEYOND BOUNDARIES

The new signifier and Zegna logo are revealed for the first time ever with the exclusive outdoor capsule collection, activewear designed with the mountaineering and the world of winter sports in mind, by keeping individuality and freedom of thinking as a goal. The choice of product category is symbolic. The Zegna road originates in the mountains, and crosses Oasi Zegna, the free access natural territory extending 100 Km² in Piedmont, Northern Italy, where the brand was born in 1910 as a consequence of the founder's green approach.

This landscape suggests large open views, and a connection with the elements. This road, known as 232, is our inspiration as it defines our path, woven into everything we do for over 110 years by echoing the essential truth of our founder Ermenegildo to weave the fabric of a tomorrow that feels worthy of our dreams.

The capsule collection, therefore, not only implies the mountain and in general the natural world as a backdrop, but it ignites a sense of liberation. It draws a getaway of sorts: an adventure into the wild winter nature, with that all defining Zegna awareness.

Evolving the craft of tailoring in a luxury leisurewear direction is the road Artistic Director Alessandro Sartori keeps following to reflect the evolving world around us. The Zegna road, our road, can in fact lead in many different directions, crossing the boundaries, as long as style and creativity are the purpose and the actions are ethical and responsible. In doing so, the brand's Artistic Director is resetting the Zegna identity following a clear agenda in which practicality and innovation get a progressive spin on tradition. This capsule adds an element of performing technicality to the world of Zegna.

By involving external partners into unexpected collaborations on specific products, Zegna seamlessly expands the concept of luxury leisurewear to activewear, marking it with its new,

dynamic signifier and logo. As the first installment of an ongoing path that can bring other forms of performance wear into the Zegna world, the capsule is a modular system that includes ski suits and puffers in Techmerino™, technical jumpers, trousers and underpinnings, and then caps and helmets but also skis and water bottles encompassing a complete wardrobe for outdoor living. The offer is the luxury activewear, and in calling in likeminded individuals it fosters a collaborative spirit. Natural and sustainable fabrics are the materials of choice, further stressing Zegna's commitment to responsibility across all aspects of the business. The sense of adventure is just another expression of Zegna's proclivity for the new: it's the same fuel that propels us on the Zegna road.

Always in pursuit of excellence, four different product categories have also been explored and designed together with outstanding external partners: Zegna with La Sportiva, Zegna with Zai, Zegna with KASK and Zegna with SIGG.

Zegna and La Sportiva have developed the extremely breathable Air-mesh uppers, the trail running and mountaineering shoes which represents the ideal choice for endurance trails and all types of off-road trails. With KASK we have designed a new customized version of the iconic Piuma-R ski helmet for snow sports enthusiasts who are looking for the right solution in terms of safety, without compromising on aesthetic. With Zai it has been realized a performance ski with excellent turning properties characterized by its robustness and simple elegance while with SIGG the original drinking bottle has been redesigned in a black aluminum version customized with the vicuña-coloured signifier.

The collection will be fully available from December 3rd in Zegna's international retail network, on Zegna.com and at selected wholesalers.

The Zegna road runs many miles, pointing towards movement and freedom.

ABOUT ZEGNA

Inspired by our visionary founder, Zegna follows its own path down the road that Ermenegildo built over 110 years ago in the mountains in Piedmont, Northern Italy. His 232 road, crossing the 100 km² Oasi Zegna natural territory surrounding the wool mill, has been turned into a graphic abstraction and signifier of the Zegna brand identity where history is expressed in the family name of the founder. Established as a fabric maker, Zegna is internationally recognized as a leading global luxury menswear brand and part of the Ermenegildo Zegna Group. Managed by Gildo Zegna as CEO, Zegna Group designs, creates and distributes luxury menswear and accessories under the Zegna brand and womenswear, menswear and accessories under the Thom Browne brand to over 500 stores, of which, as of 30 June 2021, 284 DOS (of which 239 Zegna and 45 Thom Browne), in 80 countries around the world, remaining committed to leveraging its rich heritage to build a better present and future.

ABOUT LA SPORTIVA

La Sportiva was born in 1928 when Narciso Delladio hand-crafted wooden leather boots for many lumber-jacks and farmers of the Fassa and Fiemme valleys (Dolomites, Italy). After the war, the demand for boots increased obliging Narciso to hire new workers: the good name of "Calzoleria Sportiva" crossed the borders of the valleys and with the second generation represented by Francesco Delladio, started to become a worldwide known brand. Starting from here the La Sportiva's history continued to grow. Now the firm produces in Fiemme Valley boots and shoes for all kind of outdoor activities from climbing and mountain, categories in which La Sportiva has the market leadership, to mountain running, hiking and the ski mountaineering market.

ABOUT KASK

KASK is an Italian-based company that develops, designs and manufactures premium-quality safety helmets. KASK helmets are at the forefront of technology in all fields of use, from skiing to cycling and horseback riding up to the security industry. Established in 2004, KASK is a young company that has, nonetheless, immediately made a name for itself in the market, growing in a remarkable way. The company owes its success to its team of talented engineers and to the fruitful partnerships that it has built with the leading Italian companies in the industry. KASK's mission is to make products that strike the perfect balance between technological excellence, functionality, safety and an appealing design.

ABOUT ZAI

On top of the world of ski, there is zai. zai defines the 'haute couture of the ski'. Innovation, design and craftsmanship nourish the brand's charisma. The love of skis and the search for their own line on the mountain brings zai enthusiasts together. With zai, they transcend boundaries, ski more easily, more joyfully, more perfectly. In compliance with the company's philosophy, zai is subject to clearly defined, design criteria. The unique product design, as well as the claim to quality, haptics and emotion, are decisive for the radiance of the zai brand. The zai Atelier is located in Vicosoprano in Bergell, Grisons, Switzerland.

ABOUT SIGG

SIGG Switzerland Bottles AG – "The art of hydration. Excellence since 1908"

SIGG is a leading provider of drinking bottles. Thanks to the company's rich traditional history, which is known for quality, innovation, design and environmental awareness, the SIGG products are synonymous worldwide with intelligent and sustainable drinking bottles. Originally, the SIGG bottles, well-known for their long-lasting quality and reusability, were primarily popular with alpinists and hikers. Today, SIGG offers a wide collection of functional and fashionable bottles for all areas of life and is on permanent display at New York's Museum of Modern Art. Based on the success story of the original SIGG aluminum bottle and the dynamic SIGG Hot & Cold line, the company has expanded its product range with high-quality drinking bottles made from 18/8 stainless steel, polypropylene, glass and Tritan™, underlining its core values of sustainability and versatility.