



Ermenegildo Zegna CLOTHING.

Malik Lee
BUF 3310

Zegna



Ermenegildo



Ermenegildo Zegna



ABOUT THE BRAND

- While establishing a textile company in 1910, Ermenegildo Zegna used his vision to create high quality with clothing items featuring premium fabrics sourced from advanced technological machinery producing various fabrics like wool in countries such as Mongolia and Australia.
- After Ermenegildo's passed away his son took over the business transforming into a ready-to-wear line soon to create other lines and collaborate with other luxury brands. Zegna is mostly know for their premium high quality men's suits

UNIQUE SELLING POINT



Zegna offers customers high end products beginning with high quality fabrics. Zegna's suits are made with premium fabric which includes wool and silk. Promoting sustainability Zegna uses recycled material such as Polyester, Cotton and Nylon. Zegna gives customers the opportunity to visit stores virtual from home utilizing AI software being able to reserve items in the store, speak to advisors for styling tips and assisting in made to measure products.





LINES PRODUCED BY ZEGNA



Ermenegildo Zegna
1988

01

Ermenegildo
Zegna

Ermenegildo Zegna

COUTURE



02

Ermenegildo
Zegna
Couture

Z ZEGNA

03

Z Zegna



TOP SELLERS

SUITS

Dark Grey Prince Of
Whales
Centoquarantamila



Price: \$5995.00

Ref: 944N21-21L2N5

Material: Wool & Silk

Colors: Three small square color swatches: dark grey, brown, and black.

SHIRTS

Off White & Black
Checked Cashco
Long-Sleeve Shirt



Price: \$1150.00

Ref: UBX56A5-SW03-023

Material: Cotton & Cashmere

Colors: Three small square color swatches: dark grey, white, and black.

Jackets

Padded
Hooded
Blouson



Price: \$26000.00

Ref: UAT72-A215-150

Material: Vicuna

Colors: Two small square color swatches: brown and grey.



@modernclothing



@modernclothing

BRAND DIFFERENTIATION



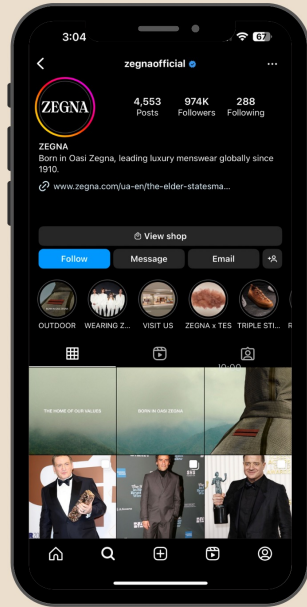
- Showcase Craftmanship with spending at least over 19 hours to complete a garment
- Adds new meaning to classic items (reinventing) with the use of accessories
- Only Italian brand to promote sustainability while making improvements to the production of wool

LEVELS OF COMMUNICATION

Zegna use social media platforms such as Facebook, Instagram, TikTok and YouTube to connect with consumers. The brand allows consumers to leave comment under videos or

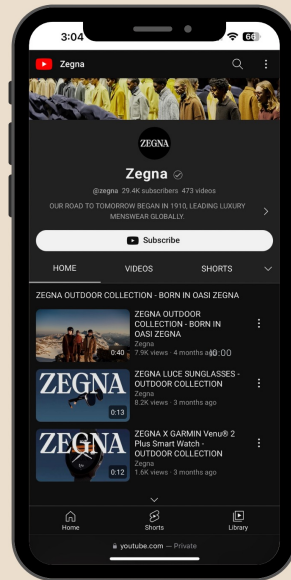


IG
Instagram



<https://www.instagram.com/zegnaofficial/?hl=en>

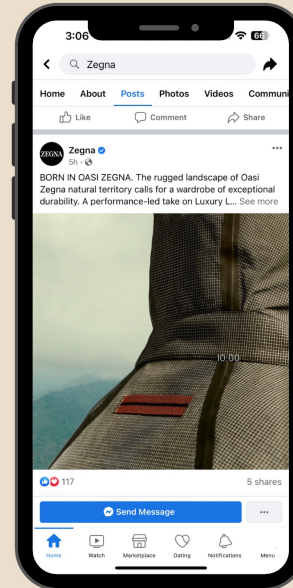
YT
YouTube



<https://www.youtube.com/@zegna>

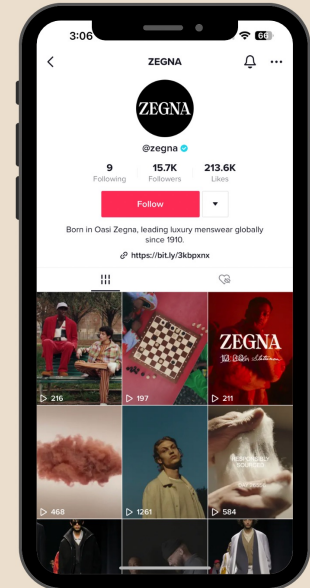
pictures

FB
Facebook



<https://www.facebook.com/ZegnaOfficial/>

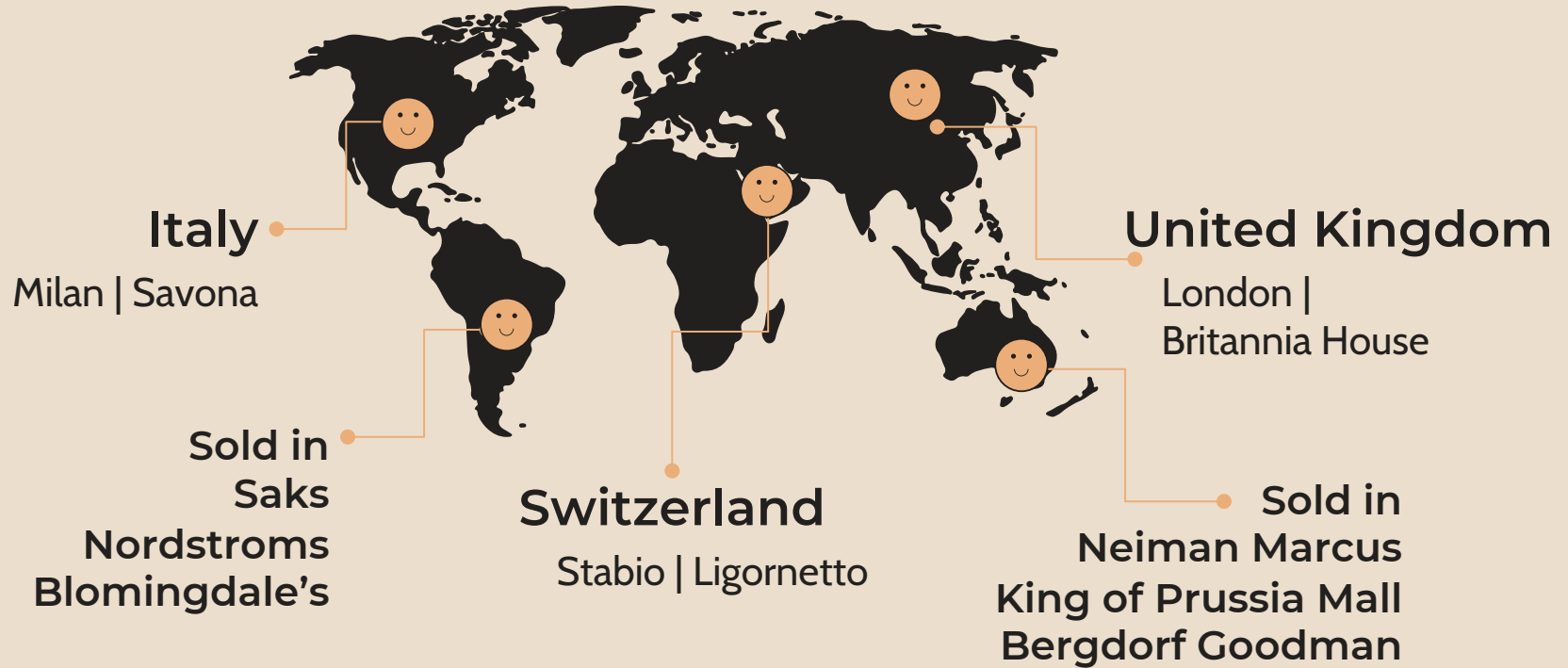
TT
TikTok



<https://www.tiktok.com/@zegna>



Office Location





VIEWS ON THE BRAND

Zegna is a luxury brand with immaculate quality not only in their suits but other products. Spending less money on marketing strategies

Zegna has the opportunity to continue creating more sustainable products for their customers.

Showcasing craftsmanship customers are allowed to feel a connection special with made to measure products gaining insight to consumer's personality .



02

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