

INTERNET

Zegna appeals to modern trendsetters with active campaign

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Z Zegna techmerino sneakers

By SARAH JONES

Italian menswear label Ermenegildo Zegna is showing the range of motion achievable in its tailored Z Zegna sportswear collection through a series of social videos.

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Luxury Daily

The campaign, "Be Your Own Style 24:7," revolves around three films, shot at different times in varied locations in Milan, and features three professional parkourists captured mid-flip to highlight a specific item from the collection. Featuring the apparel in motion will help the brand demonstrate the utility and function of the garments.

"Zegna has a clear tagline in these films," said Andrea Wilson, Fort Worth, TX-based vice president, strategy director and luxury practice lead at [iProspect](#). "Be your own style 24:7' is allowing the consumer to see Zegna as more than a weekday luxury suit brand.

"The World of Zegna is all about an urban professional's lifestyle – outfitting fashionable men in, as well as out of the office," she said. "Zegna is giving the consumer permission to express their personality through clothing wherever they are, as based on the personality of the target, Zegna knows they will always choose high standards in quality and style.

"Finally, Zegna is also showing they understand this consumer by speaking to them through the platform they use and prefer most – digital, specifically video."

Ms. Wilson is not affiliated with Zegna, but agreed to comment as an industry expert.

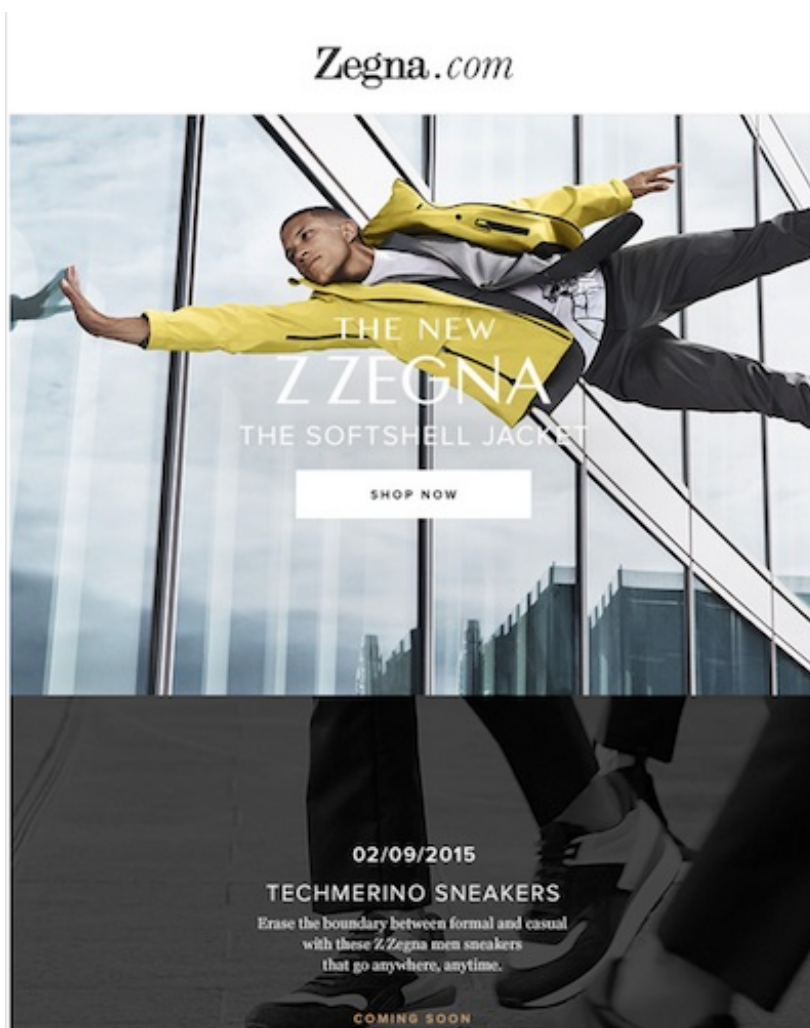
Zegna was unable to comment before press deadline.

Moments in time

Zegna has been promoting this line, which blends the performance of its Zegna Sport line with the fine tailoring of the Z Zegna collection, since January.

In an email blast sent to newsletter subscribers, Zegna shared with its enthusiasts its new Z Zegna concept for spring/summer 2015, to be launched Feb. 6. The email included a prompt for consumers to discover pieces from Z Zegna prior to its launch through a "preview now" button ([see story](#)).

For the launch of the campaign, Zegna also used email marketing and social media to drive traffic to a dedicated page of its site, which houses video content and direct links to product pages.



Email from Zegna

The first campaign film was published Feb. 6. Set at 6 a.m., the video begins with time lapse photography of the sun rising.

Fittingly for the start of a work day, the parkourist featured wears a suit topped with a bright yellow softshell jacket, which is the main focus of the video. He gets a running start and runs up the side of a building and flips, taking time to come back down.



Video still

After another series of spins and flips, he suddenly disappears from view.

Z Zegna followed the first video with “13:00: Milan,” on Feb. 9, which centers on the techmarino sneakers. A busier part of the day, this film begins with people bustling about with the camera zooming in on extra’s feet to show off their sneakers.

As people walk past, a parkourist performs one flip in slow motion, seemingly suspended in mid air with help from time lapse photography.

Embedded Video: <https://www.youtube.com/embed/fDKfJdhI1v0>

Z Zegna SS15 Men's collection: Techmerino Sneakers

The brand also created behind-the-scenes content which shows how the visual effects were achieved and gives consumers a better view of the apparel worn throughout.

For the techmerino sneakers, the video uses arrows to point out the combined materials, suede mesh, cemented construction and printed napa of the shoes in between shots of the parkourist throwing himself onto a mattress or jumping in place.

The Z Zegna collection is meant to combine tech and tailoring, to allow consumers to achieve an active lifestyle, with features such as waterproofing and stretch.

Sports stars

The worlds of sports and menswear are increasingly converging, leading retailers and brands to team up with athletes.

For instance, department store chain Bloomingdale’s is showing off its sportier side with a multichannel campaign celebrating the 64th NBA All Star Game.

In-store pop-ups will sell NBA merchandise, while online content will cater to off-the-court style, with digital lookbooks and a personal style video series featuring Houston Rockets

player James Harden. With this initiative, Bloomingdale's is able to both entertain and educate men on fashion, potentially prompting a trip to their nearest store location ([see story](#)).

Technology has been playing more of a role in classic tailoring.

For example, British fashion house Burberry is looking to attract affluent male consumers with a new type of tailoring style due to increased interest from fashion-forward men.

The brand's "Travel Tailoring" effort was developed to cater to the needs of traveling consumers and as an extension of Burberry's menswear collection. As more male consumers begin to place emphasis on style and fashion, brands should strive to tap this audience through specific programs that develop awareness ([see story](#)).

"Zegna appears to be targeting an affluent urban professional, likely a Gen X or older millennial," Ms. Wilson said. "This appears to be a younger and more experimental target in than their typical consumer, which is a smart move for Zegna.

"By reaching a new consumer that is similar to, yet broader, than their current one, Zegna should see an increase in brand awareness and growth for their brand," she said. "They should also feel confident that this growth was done the right way, as the expanded campaign is very relevant and similar their brand's current personality and voice.

"Consumers, especially this younger urban professional, likes ingesting digital in short bursts, so the films are perfect in length and execution. The consumer will likely continue to come back to the Web site as long as Zenga let's them know more will be released. One relevant way to do this is to ensure it is shared on social platforms that drive to the Web site, as well as through email communication that can begin when the new target has signed up to receive communication from the brand."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/QcVd7T7nvb4>

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