

INTERNET

Zegna pushes shopping as sport in fall/winter campaign

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Basketball sporting Zegna's pentagon logo. Taken from "Z Zegna FW:15"

By FORREST CARDAMENIS

Italian menswear label Ermenegildo Zegna is continuing to build its “tailoring meets sportswear” philosophy with a shoppable video unveiling the fall/winter 2015 Z Zegna collection.

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Luxury Daily

The video stars Swedish DJ and music producer Adrian Lux as he tests his equipment, presumably before a show. The video, which allows the viewer to pause and purchase a particular item by clicking the “discover the look” button, reinforces Zegna’s brand and provides consumers with an interactive and empowering shopping experience.

"The choice of young Swedish DJ and music producer Adrian Lux reveals that Zegna introduced a new recruitment strategy focused on a younger target group - millennials," said Anna Szubrycht, founder and president of [Chic Being](#), a Santa Monica, CA-based luxury brand consultancy. "They are true luxury geeks passionate about premium products, but in the same time they expect justification, transparency and rare experience from their luxury brands.

"Shoppable videos enhance more seamless customer experience, yet only a few luxury

brands such as Gucci, Hugo Boss and Burberry frequently use this form of interaction," she said. "This ecommerce technology makes the shopping experience easier, faster and customer friendly. It also showcases sensory information about luxury fashion products.

"Additionally, millennials are empowered by technology and shoppable videos are proved to highly increase the click-through rate and ROI of marketing campaigns."

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

Zegna was unable to comment before press time.

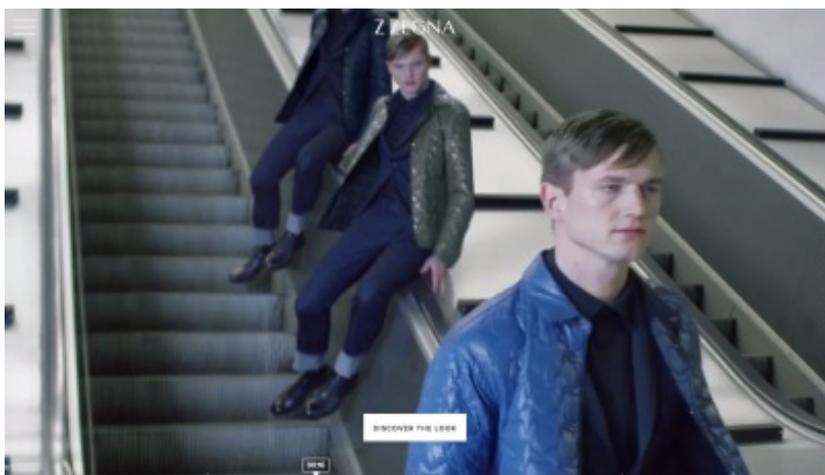
Discover the look

In the film's beginning Mr. Lux walks by a basketball wearing a long-sleeved yellow wool sweater with Zegna's pentagon logo in gray in the middle, a white jersey-collar cotton shirt and blue water-repellent jeans, each of which the viewer can purchase by clicking "discover the look" and then "shop now" on the selected item. When he raises a knob, the basketball shoots into the air, is caught by the musician, and then thrown off-screen, where it is caught by a newly-costumed Mr. Lux.



Z Zegna fall/winter 2015 collection

The ball causes the image to flatten, and a new Mr. Lux re-emerges in a building wearing a similar outfit as before, except the yellow wool sweater is now navy blue and he sports a reversible quilted blouson over it. The quilts form the Zegna pentagon and are khaki on one side and blue on the other.



Screenshot taken from Z Zegna FW:15 video

After a cut, Mr. Lux slides down an escalator railing, with his image fracturing and halting to display the different looks. As the image gives way to another set, Mr. Lux boards a skateboard, with a low camera focusing on his shoes.

The “discover the look” button again allows consumers to purchase one of two gray wool suits and different models of sneakers in suede and techmerino, superfine and technologically enhanced merino wool.



Z Zegna fall/winter 2015 sneakers

The final set sees Mr. Lux return in suede and techmerino sneakers and a light blue shirt to his DJ equipment, where he turns down the knob he raised at the beginning, causing the basketball to at last drop to the ground.

In addition to techmerino, the collection also boasts Z Zegna’s Icon Warmer jacket, which features a wireless chargeable heating panel that lasts up to 13 hours, making it a viable choice from the early fall through the coldest winter. The Icon Warmer and techmerino clothing, as well as the basketball in the video, highlight the Z Zegna line's emphasis on tailoring and technology.

The Z Zegna line, which merged with Zegna Sport under the former’s name ahead of the spring/summer 2015 season, continues to highlight tailoring without sacrificing performance-friendliness. Breathable techmerino and light soles emphasize the brand’s continued dedication to sportswear.

Brand building

Zegna has previously tapped professional athletes to position itself as sporty.

Italian automaker Maserati and Zegna teamed to outfit New York Knicks superstar Carmelo Anthony for a photo shoot this past June to coincide with the NBA Finals.

Although Mr. Anthony’s team was not in the NBA Finals, the release of the images appeared the same day as the final game, revving attention to the brands. Teaming with brands that have similar consumers and celebrity ambassadors who appeal to those individuals is the ideal campaign ([see story](#)).

Zegna has also sought to showcase its high-quality materials in the past.

In April, the brand reminded consumers about its use of high-quality materials through a digital campaign that asked, "Why are suits made of wool?"

Zegna shared the campaign via email and social media, directing consumers to a page on the brand's Web site devoted to providing information on how suits are made. By educating its consumers about the history and science behind its materials, Zegna subtly promoted its products and prompting its consumers to purchase ([see story](#)).

The brand's astute sense of branding and implementation of technology both in its clothing and its video makes for a clearly-branded and effective campaign.

"Music and sport attributes mixed with modern casual, yet elegant fashion invite customers to discover their own unique style with Zegna," Ms. Szubrycht said. "It is a uniting motif of the whole collection."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/5wGyRf79iPk>

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