

INTERNET

## Zegna celebrates family togetherness with multi-generational gift guide

November 25, 2015



*Entrepreneur from Zegna's holiday campaign*

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By STAFF REPORTS

Italian apparel and accessories label Ermenegildo Zegna is promoting family values of style with a holiday gifting campaign centered on a sartorial reunion.

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The brand created four personae one proud father and his three grown sons to highlight the perfect presents for the individual tastes of the Zegna customer. While many brands have taken an approach of personality-driven gift guides, creating a narrative around this effort will help Zegna make more of an emotional connection with consumers around the holidays.

Home for the holidays

Zegna's digital initiative was unveiled via an email campaign sent with the subject line "Four Men. One Family. A reunion."

Inside the body of the message, Zegna invites the consumer to meet the family, who are all spread across the globe, but who share a high taste level. Cartoon drawings on a family tree show the dad and his three sons, who all have accomplished careers including a PhD and an entrepreneur.

Further down the email, Zegna explains that this particular family has the tradition of reuniting once a year at the holidays. Even though it seems like one will not make it each year, they do, because, "family will always be family." An animation shows the journeys on a map, all leading towards Italy.

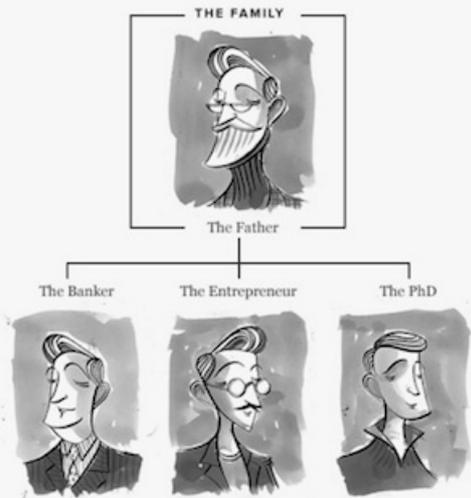
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Ermenegildo Zegna

## FOUR MEN. ONE FAMILY. A REUNION

FIND THE PERFECT GIFT

Three grown-up sons spread across the globe.  
One proud father. Very different men,  
all with excellent taste. Meet the Family.

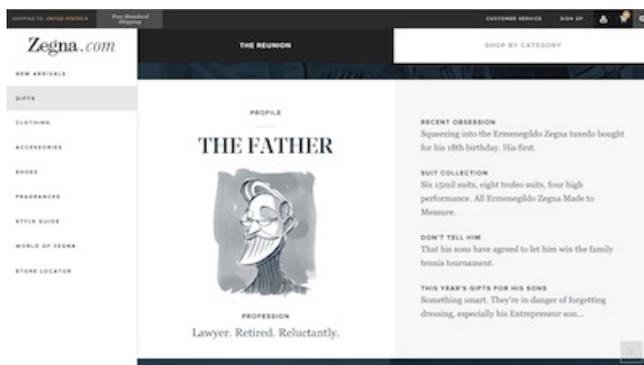


### Email from Zegna

As a family-owned company, promoting these values is a natural fit for Zegna.

On the click-through, consumers are brought to a page where they can find the perfect gift for their own loved one by shopping based on the imagined preferences of each character.

For instance, the retired father has gone from intimidating lawyer to tennis fiend, and his style reflects a more relaxed lifestyle, with more sweaters than suits. His profile also builds a story, sharing that he just squeezed into his Zegna tuxedo gifted to him on his 18th birthday and reveals that his sons have conspired to let him win the tennis tournament at the reunion.



### Screenshot of Zegna Web site

The eldest son, a banker, is a sharply dressed Wall Street tycoon with a closet full of made-to-measure suits. He also owns a Maserati Ghibli Zegna limited-edition, but has not driven it yet.

As the holidays draw nigh, brands are looking to stand out as gift-buying destinations, but what efforts can effectively attract consumers?

From classic print catalogs to animated microsites and social media, brands have varied ways of reaching out to consumers. Experts agreed that the most important component to a gift guide is a personal, emotional appeal, which

helps a campaign create a lasting impression ([see story](#)).

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