

INTERNET

Zegna portrays made-to-measure life in playful short

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Zegna Su Misura

By STAFF REPORTS

Italian menswear house Ermenegildo Zegna is showing off its client-centric services around its bespoke tailoring with a sense of humor.

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A short video illustrates what life would be like if bespoke services extended beyond the tailoring workshop. Made-to-measure films frequently focus on realistic portrayals of the bespoke process, making this whimsical service narrative more likely to stand out in consumers' minds.

Bespoke living

At the start of the film, a man walks down a city street. As he passes strangers, they greet him by name, evoking the personal relationship that develops between tailor and client. The screen goes black and the words "tailored to you" appear.

Next, he is seen sitting on a bench wearing an ochre sweater. Behind him, a painter works on transforming a wall into the exact color of the knitwear.

The man continues on his day. As he stands waiting on a street, it begins to drizzle. A second man scurries into the frame, holding out two umbrella choices for him as the words "service dedicated to you" fill the screen.

Zegna's protagonist walks into a restaurant, again greeted by other patrons by name. As he enters the dining room, four men appear holding chair options. They proceed to give him selections for tableware and outfit.

The table is set and he sits down to enjoy a coffee, but he notices the table is too high for the chair. His bespoke helpers jump in, sawing off the extra length in the legs to create a comfortable dining experience.

At the end of the film, Zegna leaves consumers with the message "your life, made to measure."

Made to Measure. From Ermenegildo Zegna.

Featured on a su misura page of Zegna's Web site, the brand gives consumers an option to book their own bespoke appointment.

Other industries have leveraged film to showcase their high levels of service in an entertaining way.

The Peninsula Beverly Hills, CA opened the curtain on its preparations for awards season, when the Hollywood-

adjacent property hosts an influx of celebrity VIPs.

Peninsula created a short film in honor of the hotel's 25th anniversary, which offers an insider look at the services performed for Hollywood's elite, from stocking the right foods to the little touches that make the stay personal. Showing the lengths it goes to for its top clients is one way for Peninsula to illustrate its dedication to the guest experience ([see story](#)).

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