

APPAREL AND ACCESSORIES

Zegna brings back Robert De Niro for second chapter of Defining Moments campaign

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Ermenegildo Zegna brought together Robert De Niro and dancer Benjamin Millepied. Image credit: Ermenegildo Zegna

By DANNY PARISI

Italian atelier Ermenegildo Zegna has unveiled the second installment of its Defining Moments campaign, which features acting legend Robert De Niro and dance luminary Benjamin Millepied.

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Zegna's campaign is a continuation of the brand's "Defining Moments" concept that began in February to promote the spring/summer 2017 collection. The latest installment sees the two artists engaging in an intimate conversation about life and their personal philosophies as well as the city of New York.

Defining Moments

Zegna's most recent video efforts have strayed away from the sort of ambient mood pieces that are common in the fashion world and toward more direct and honest conversations with influential figures.

The brand's video content featuring Mr. De Niro has been some of its most popular, starting with the first installment in its Defining Moments series.

In the first video for this series, Mr. De Niro was filmed engaging in conversation with young actor McCaul Lombardi. In the latest installment, Mr. De Niro fills a similar role as he speaks with dancer and choreographer Mr. Millepied, whose work has been featured on screen and on stage at the Paris Opera Ballet.

Defining Moments' second part captures the two men discussing their personal approaches to art and life as well as their affection for New York.



Benjamin Millepied. Image credit: Ermengildo Zegna

Mr. De Niro was born in New York and Mr. Millepied lived and worked there for a time, and both were deeply affected by the vibrant culture of the city.

The two men also discuss their respective crafts, ruminating on the similarities and differences between acting and dancing.

The second installment of Defining Moments serves as Zegna's fall/winter 2017 campaign.

Zegna is looking to continue supporting its future collections with more omnichannel content, creating campaigns that will live in both the digital and print worlds as well as in-store.

Omnichannel content

Zegna's first installment in this series also came with an interactive online component.

Consumers could explore other content on a microsite through a celestial navigation. After waving their mouse over the starry scene, a circle would appear.

Various points on this sphere could be explored by dragging. This includes more background on both actors and global cities such as Shanghai, Milan, New York and Los Angeles, hinting at further stories to come ([see story](#)).



Robert De Niro. Image credit: Benjamin Millepied

Zegna is also hoping that this campaign will be the first in a larger push towards more omnichannel content and commercial opportunities. The brand is focused on bringing together its online and offline worlds through in-store innovations.

For example, the label is now giving consumers the option to reserve pieces that catch their eye online at a store near them, easing the dressing room experience. While luxury shoppers are becoming increasingly comfortable converting online, this feature will allow consumers to easily try before they buy, leading to expedited bricks-and-mortar trips and more confident purchases ([see story](#)).

Future installments in Defining Moments are planned, with Zegna bringing in prominent individuals from a diverse array of professions to speak about the moments that have defined their lives.

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