

APPAREL AND ACCESSORIES

## Zegna extends Defining Moments conversation by animating enthusiasts' stories

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*Zegna's latest campaign illustrates and animates stories submitted by fans. Image credit: Ermenegildo Zegna*

By DANNY PARISI

Italian fashion house Ermenegildo Zegna is turning to its customers and fans for inspiration in the latest iteration of its "Defining Moments" campaign.

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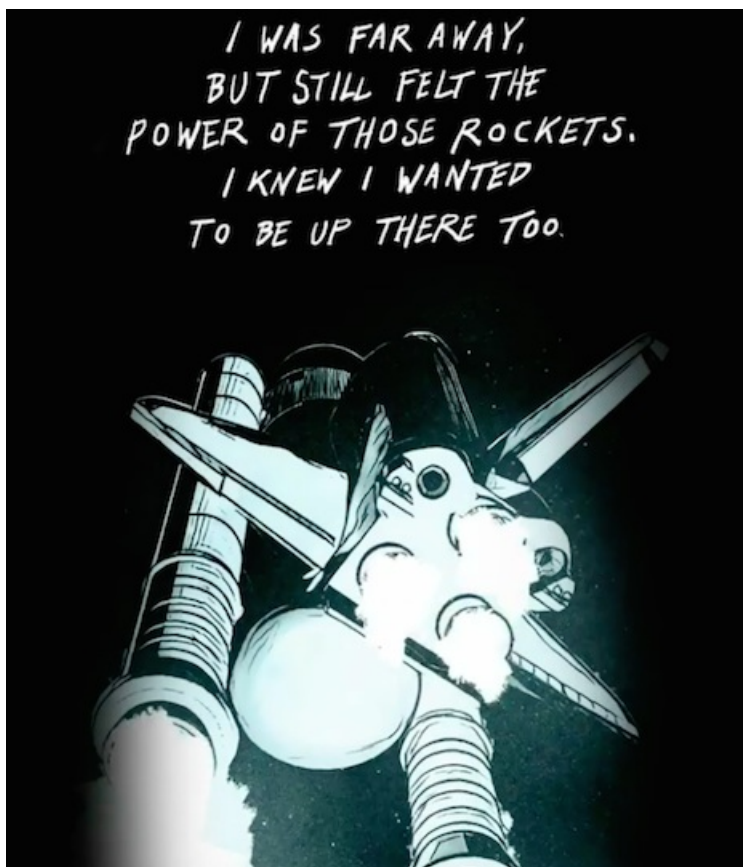
While previous aspects of this campaign have focused on highly-produced original content from the brand, a new initiative sees Zegna soliciting inspiring personal stories from its fans to be turned into animated shorts. The move is a unique use of user-generated content in an industry known for keeping a tight rein on how it produces its advertising campaigns.

### Define your moment

Zegna's Defining Moments campaign has so far focused on two things: conversations between prominent people and a larger conversation between the brand and its fans.

For the latest iteration of the campaign, which Zegna has called Define Your Moment, the brand has taken to Instagram to release monthly animated, illustrated shorts inspired by a story from a fan.

The first one, titled William's Story, was submitted by a customer of Zegna's who was inspired by watching space shuttles blast off as a child and now works as a pilot in the Royal Air Force.



*William's Story. Image credit: Ermenegildo Zegna*

Along with the text of William's story is a short animated film illustrating his story as it is told in text. A space shuttle blasts off, followed by images of a fighter jet pilot giving a thumb's up.

The short is animated in a scratchy, simplistic style echoing the stuttering effect of stop-motion but with the added use of pale blue, watercolor-style illustration.

A link in Zegna's Instagram bio takes customers to a dedicated site for the Defining Moments campaign where they can submit their own inspiring stories.

A new story will be selected each month to be turned into a new short film. Additionally, those whose submissions are chosen will be gifted a Zegna suit, tailored for them.

#### Personal conversations

Zegna's spring/summer 2017 campaign was marked by the launch of the brand's Defining Moments initiative, which sees the brand gathering men from different career paths for informal conversations. Kicking off the series were actors Robert De Niro and McCaul Lombardi, who talk about their personal experiences in the film industry.

Consumers also had the chance to share their own Defining Moment. By inputting their name, a story of up to 500 characters, the location of the moment and some contact details, the entrant puts themselves in the running for a made-to-measure suit from the house ([see story](#)).

This last aspect of the original campaign has transformed into the current Define Your Moment initiative that Zegna has just started running with.



*Potential future stories from the campaign. Image credit: Ermenegildo Zegna*

After the original video series with Mr. De Niro and Mr. Lombardi, Zegna did a follow up with Mr. De Niro and dancer Benjamin Millepied ([see story](#)).

With these videos, Zegna has been shifting its strategy away from the flashy, impressionistic fashion videos that are common in the industry and towards more honest, direct conversational marketing.

This mood has been extended beyond the conversations between famous faces and to the ongoing conversation between Zegna and its customers, as exemplified by the solicitation of customer stories to be made into promotional materials.

Zegna wants its customers to feel as though they are a part of the conversation Zegna is having with the chance to have their words illustrated, animated and published by the brand.