

APPAREL AND ACCESSORIES

## Zegna captures modern man's relaxed style with choreographer's help

October 11, 2017



*Zegna partners with choreographer Benjamin Millepied. Image credit: Zegna*

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By BRIELLE JAEKEL

Italy's Ermenegildo Zegna is capturing the modern man's style with a new collection designed in collaboration with a special artist.

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Famous choreographer and founder of the Los Angeles Dance Project Benjamin Millepied worked with Zegna on its collection for fall/winter 2017. Mr. Millepied created a relaxed and informal new line that is being promoted with a special video emphasizing choreography.

### Modern style

Known for starring as the male lead counterpart in the film Black Swan's production of Swan Lake, Mr. Millepied recently lent his choreography and dancing skills to Zegna.

A vignette for Zegna's Fall Winter 17 campaign has recently been released, which depicts Mr. Millepied dancing his own choreography.

"Movement" begins with the dancer walking on a street in the winter collection. The video then features Mr. Millepied dancing modern choreography in a dark room.

Various cuts show the dancer in different outfits and accessories from the collaboration line. Towards the end of the film, Mr. Millepied uses powder to make a stronger impact.

The video is meant to be Mr. Millepied's interpretation in dance form of the new collection.



Zegna has noted the new collection is modern interpretation of its classic style, which focuses relaxation in reflection of the spirit of today's male consumer. The collection features various accessories and apparel such as sneakers, jumpers, trousers, jackets and socks.

The new collection features a series of luxury and fashionable leisurewear.

Campaigns for Zegna

Zegna's campaigns often span various mediums through video to capture consumers' attentions by being unique.

The "Movement" campaign follows another unique campaign from the brand.

The Italian fashion house recently turned to its customers and fans for inspiration in the latest iteration of its "Defining Moments" campaign.

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 ([see more](#)).

Zegna also recently connected the dots between ecommerce browsing and in-store purchases with a new service.

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 more](#)).