

APPAREL AND ACCESSORIES

## Zegna's spring campaign spurs candid conversation

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*Zegna's campaign features Dev Patel and Javier Bardem. Image courtesy of Zegna*

By STAFF REPORTS

Italian menswear label Ermenegildo Zegna is continuing to prompt dialogues between on-screen talents by casting Javier Bardem and Dev Patel in its latest campaign.

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For the latest chapter in its Defining Moments effort, the brand captured the two actors in Los Angeles as they have a conversation about topics as varied as sports or prose. Zegna's latest campaigns have aimed at fostering a two-way conversation with consumers, opening up the floor for their own stories after hearing from the brand's spokesmodels.

In conversation

Zegna's Defining Moments began for the spring/summer 2017 season.

The brand is looking to forge a deeper connection with consumers through a participatory platform, which will see 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 ([see story](#)).

Now, Defining Moments is putting a lens on Mr. Bardem and Mr. Patel. Like the original pair featured, these men come from different generations, but share the same profession.

Shot by Craig McDean in the Los Angeles hills with artistic direction by Zegna's Alessandro Sartori, the campaign features candid moments between the two actors.

The campaign concept is meant to highlight everyday moments. In a few of the campaign images, the men can be seen playing sports, as Mr. Bardem kicks a soccer ball and Mr. Patel swings a golf club.



*Zegna's spring/summer 2018 ad campaign. Image courtesy of Zegna*

Beyond being an advertising effort, Defining Moments seeks to engage Zegna's audience.

The fashion house 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 story](#)).

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