

APPAREL AND ACCESSORIES

Zegna celebrates 50 years of RTW in new exhibition

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Ermenegildo's Uomini All'Italiana is held in Trivero. Image credit: Ermenegildo Zegna

By STAFF REPORTS

Italian menswear label Ermenegildo Zegna is celebrating 50 years of ready-to-wear fashion with an exhibition about the collection's origins.

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Titled "Uomini All'Italiana 1968," the exhibit will be held at the historic Casa Zegna in Trivero. The exhibition will give visitors a behind-the-scenes look at the evolution of Zegna's ready-to-wear looks throughout the decades.

"Zegna entered the ready-to-wear clothing industry at a time when the Fordist model of the modern clothing factory was at its maximum development and already heading for crisis," said Mario Lupano, professor at IUAV University of Venice, who helped curate the collection, in a statement. "Zegna actually became an interpreter of the times, in a climate in which post-Fordist needs were emerging.

"Indefinite growth in production was about to prove unsustainable: the new need was to create more sophisticated products - well reflected by the issues of fashion entering the masculine realm and consumers were demanding even more diversified goods."

50 years of RTW

In 1968, brand founder Ermenegildo Zegna's two sons decided to expand the family's textile business to include ready-to-wear apparel.

The two brothers' decision helped pivot Zegna from a textile and manufacturing business to a full-on lifestyle brand that would come to be known throughout the world.

Since that time, the brand's RTW collections have grown it into one of the premier names in Italian luxury.

Now, 50 years later, Zegna is looking to celebrate that lineage with a new exhibition dedicated to the history of the brand's ready-to-wear apparel.

The exhibition is being held inside the iconic house in Trivero where Ermenegildo Zegna first opened a wool mill in 1910.



Pieces from the exhibition. Image credit: Ermenegildo Zegna

Uomini All'Italiana will be open every Sunday starting May 6 and going until Oct. 28.

In contrast to the legacy appreciation of this campaign, Zegna's most recent marketing efforts have focused on the digital realm, bringing in famous faces for social media advertising.

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

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 ([see story](#)).

But while its marketing may be looking ahead, Zegna is still taking time to appreciate its past.

"Zegna's efforts were guided by the urgency of refining that sense of 'dressing well,' liaising mass-production and sartorial world, pursuing the paradox of 'industrial tailor made,'" Mr. Lupano said.