

APPAREL AND ACCESSORIES

Zegna looks to entertainment creators for its latest campaign

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Andr Holland is featured in Zegna's campaign. Image credit: Zegna

By STAFF REPORTS

Italian menswear label Ermenegildo Zegna has launched a new campaign that leverages Oscar-nominated talent.

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Director Luca Guadagnino, whose film "Call Me by Your Name" was nominated for Best Picture at the 2018 Oscars, collaborated with Zegna on its latest campaign. For spring/summer 2019, Mr. Guadagnino created three films with three characters showcasing the progressive attitudes and the versatility of modern menswear.

Spring and summer

Zegna's spring campaign, titled "All the World's a Stage," was shot in Milan.

The films follow three men throughout private moments of their lives, as they define for themselves who they want to be, says Zegna.

"Moonlight" actor Andr Holland, actor William Chan and "Narcos" actor Boyd Holbrook star in the ads.

The films are broken into different parts, and showcase the men dressing in Zegna clothing, each with different style. For instance, Mr. Holbrook focuses on casual wear, with moments in travel and life.

Mr. Holland features a Su Misura look, defining his identity through his sartorial choices, and Mr. Chan models the XXX collection, for which he is the ambassador.



Mr. Holbrook for Zegna. Image credit: Zegna

Zegna will share a variety of content based on the film.

Ermenegildo Zegna also recently invited New York shoppers to discover its brand through a new Global Store.

Opened on Feb. 13, the three-floor flagship at 4 West 57th St. was designed to celebrate Zegna's history in the United

States. As with many other recently opened luxury boutiques, the store centers on more than commercial purposes, offering consumers that chance to immerse themselves in the label's world ([see story](#)).

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