

FRAGRANCE AND PERSONAL CARE

Zegna unveils "fragrance wardrobe" at Salone del Mobile

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Zegna let consumers climb into its fragrances. Image courtesy of Zegna, photo by Andrea Pisapia Spazio Orti 14

By STAFF REPORTS

Italian menswear label Ermenegildo Zegna is furthering its lifestyle positioning through the launch of a new fragrance collection.

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Zegna's Essenze Eau De Parfum line features five scents that spotlight one specific ingredient, whether oud, bergamot or iris. To debut the collection, Zegna worked with licensee Este Lauder on an installation that helped to visually portray the perfumes.

"Essenze Eau de Parfum is a new ultra-luxe wardrobe of five bespoke fragrance creations with refined ingredients of exceptional quality and distinctive Italian design," said Alessandro Sartori, artistic director of Ermenegildo Zegna, in a statement. "The collection can complement any occasion as it accentuates the dynamic lifestyle and elegant informality of the modern Zegna man.

"The fragrance world is an important part of our offering and I believe this launch helps Zegna strengthen its identity as a luxury lifestyle brand," he said.

Seeing scent

Zegna hosted a launch event on April 8 at its Milan flagship store.

The centerpiece of the experience was an installation, which was inspired by material exploration house The Unseen. A series of five cubes was each devoted to a specific fragrance.



Zegna's launch event. Image courtesy of Zegna, photo by Andrea Pisapia Spazio Orti 14

Visualizing the scents, colors were used to convey the feeling of the perfumes. The Unseen also looked at how scents can actually become a material.

Zegna is not alone in turning to Salone del Mobile.

Luxury brands are leveraging special events, exhibitions and partnerships as the design world descends on northern Italy for the annual Milan Design Week.

Companies from the apparel, automotive and home furnishing sectors are among those spotlighting their aesthetic appeal during this week's events. Hundreds of thousands attendees participate in Milan Design Week, also known as Salone del Mobile, making it an invaluable opportunity for high-end brands ([see story](#)).

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