APPAREL AND ACCESSORIES

Ermenegildo Zegna pushes sneaker launch with customization

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Zegna's My Claudio sneaker design. Image credit: Zegna

By STAFF REPORTS

Italian menswear label Ermenegildo Zegna is focusing on personalization and streetwear with its latest release, a customizable sneaker.
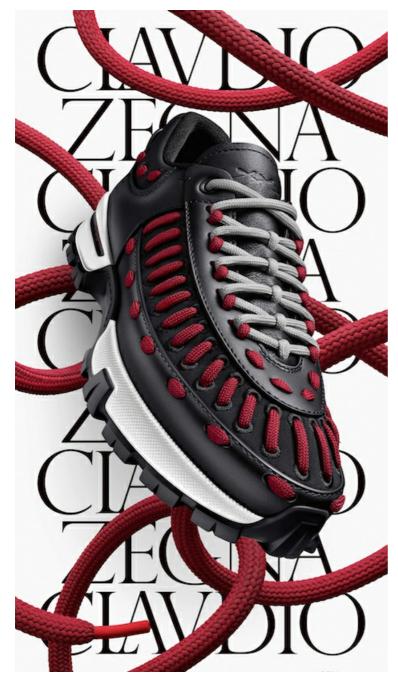
Debuted on the runway as part of the latest XXX collection, Zegna's My Claudio is a first for the brand. Zegna explains that the sneaker is hand threaded and completely customizable through a mobile application.

Strutting the sneakers
Customers can choose from 12 different color options for laces, 10 smooth calf leathers colors and three midsole colors.

Ermenegildo Zegna is encouraging men of all walks of life to don the sneakers, as they can be dressed up or down and for all occasions.

Streetwear is becoming increasingly popular in a variety of fashion sectors, but especially in menswear. In addition, Zegna is looking to the growing theme of personalization to cater to the modern man with its new sneaker drop.

Zegna's My Claudio sneaker. Image courtesy of Zegna

My Claudio was revealed during the Ermenegildo Zegna XXX SS20 fashion show.

The label has opted for a motif inspired by Ancient Rome for its subsequent campaign. It plans to tap into influencers and storytellers around the world to share the sneakers, using the hashtag #ZegnaXXX and #MyClaudio.

Italian menswear label Ermenegildo Zegna also recently launched a campaign that leverages Oscar-nominated talent.

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 (see story).