

APPAREL AND ACCESSORIES

Zegna goes back to Mahershala Ali to answer #WhatMakesAMan in spring summer 2020 campaign

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Oscar-winner Mahershala Ali in Zegna's spring summer 2020 campaign. Image courtesy of Zegna

By STAFF REPORTS

Italian menswear brand Ermenegildo Zegna is continuing its #WhatMakesAMan campaign for its spring summer 2020 effort, relying on two-time Oscar winner Mahershala Ali to answer the question.

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In this second Zegna tour for Mr. Ali, he muses and ponders, concluding that responsibility makes a man. The campaign, with Mr. Ali dressed in Zegna sleek tailoring, is a bold examination of modern masculinity as lines and genders blur, thus affecting formal definitions of menswear and introducing a softer, gentler brand.

"Zegna's next step is to inspire men to express their principles through actions that speak about responsibility, respect, care, passion, hope and purpose," Zegna said in a statement.

"Our journey continues as we set a new frontier for the brand. #WHATMAKESAMAN aims to urge men to reflect on the values they stand for in contemporary times and to act accordingly to create a better tomorrow.

"This has been Zegna's mission from the beginning. A deep respect for the land and for the people has always been central to our vision. Philanthropy is a part of who we are as a company. Sustainability is our state of mind since our inception."



Looks from the Zegna spring summer 2020 campaign starring actor Mahershala Ali. Image courtesy of Zegna

Put simply, the *#WhatMakesAMan* effort encourages men to ponder their values in contemporary times and act accordingly for a better tomorrow.

The social responsibility part has got its own hashtag, *#UseTheExisting*, focusing on Zegna's commitment to use more pre- and post-existing materials with an emphasis on recycling to reduce waste in fashion a hot-button issue in all circles.



Hollywood actor Mahershala Ali is Zegna's representation of what modern masculinity should look like. Image courtesy of Zegna

Zegna's examination of modern masculinity has its basis in research.

Seventy-one percent of men feel that there has been a change in expectations related to masculinity over the past decade, according to a recent survey for Zegna.

The "What Makes a Man 2019 Survey" found that 65 percent of men do not see themselves in examples of masculinity being presented to society today.

Market researcher Kantar conducted the study comprising 45 questions on the issue of masculinity with a sample of 3,000 men and 750 women ages 20 to 50 years in London, New York, Los Angeles, Shanghai and Beijing. The results were timed to release with International Men's Day.

Is it a man's world?

The survey is part of Zegna's ongoing "What Does it Mean to be a Man Today?" campaign to boost self-reflection and expression among men, as well as gauge how global opinion on masculinity has evolved over the years.

The survey comes two-and-a-half months after **Zegna** launched its fall-winter 2019-20 campaign themed *#WhatMakesAMan* featuring two celebrities who question traditional stereotypes of the relationship between men and their clothes.

Zegna turned to Oscar-winning actor Mahershala Ali and artist Nicholas Tse to offer up their interpretation of manhood as Zegna brand ambassadors ([see story](#)).

Mahershala Ali in Zegna: Purpose makes a man