

APPAREL AND ACCESSORIES

Zegna allies with Fear of God for fourhanded man collection

February 3, 2020



Emmenegildo Zegna is looking to contemporize its look with the Fear of God. Image credit: Zegna

By STAFF REPORTS

In yet another effort to meet the needs of the modern man, Italian menswear label Ermenegildo Zegna is partnering with Fear of God, a U.S. fashion brand founded by Jerry Lorenzo in Los Angeles.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Zegna artistic director Alessandro Sartori and Mr. Lorenzo have created a fourhanded man collection, including accessories, that is a cross-pollination between Zegna tailoring expertise and Fear of God's take on modern luxury.

"The creative partnership engendered a contemporary wardrobe thought for a young man whose lifestyle is a hybrid expression of elegance and freedom," Zegna said in a statement.

The collection will debut at an event March 2 during Paris Fashion Week.

Taking the cloth

Fear of God's apparel and footwear take inspiration from U.S. subcultures and touchstones such as the varsity athlete, high school garage band and California skate culture for its visual language.

The independent label makes it apparel out of premium materials with a focus on craftsmanship.

The collaboration comes soon after **Zegna** launched another installment of its #WhatMakesAMan campaign for its spring summer 2020 effort, relying on two-time Oscar winner Mahershala Ali to answer the question.

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 ([see story](#)).

Fear of God's apparel takes inspiration from U.S. subcultures and touchstones such as the varsity athlete, high school garage band and California skate culture for its visual language.

The independent label makes it apparel out of premium materials with a focus on craftsmanship.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.