

APPAREL AND ACCESSORIES

Zegna family, management to chip in \$3.3M for Italian anti-COVID-19 effort

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Zegna's message of solidarity amidst the COVID-19 coronavirus crisis. Image credit: Ermenegildo Zegna

By LUXURY DAILY NEWS SERVICE

Italian fashion giant Ermenegildo Zegna Group is joining its peers in philanthropic efforts to help Italy's government and health authorities arrest the spread of the COVID-19 coronavirus.

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The Zegna family, along with senior management at the company, have pledged \$3.3 million in personal donations to the *Civil Protection* in Italy. The donation will support nurses, doctors, scientists and volunteers across Italy on the frontline fighting the virus.

"At Zegna we believe our actions today will shape our tomorrow," said Gildo Zegna, CEO of Ermenegildo Zegna, in a statement.

"The pandemic we are all facing is a call for people around the world to take action," he said. "Each of us must do our part, in every way possible, to stop this global emergency."

Zegna has also donated 5 million RMB to Chinese communities and hospitals as they fight the spread of COVID-19.

Sharing spirit

Zegna joins Italian brands such as Bulgari, Gucci, Tod's, Giorgio Armani, Prada and a host of others in donating funds and diverting factory production to making masks, hand sanitizers and nonsurgical gear for medical personnel in Italy.

The group will convert part of its production facilities in Italy and Switzerland to make medical masks and protective hospital suits.

Zegna has also made a direct financial contribution to provide several hospitals with ventilators and medical masks.

Zegna stores are closed to keep staff and customers safe in this pandemic.

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