

APPAREL AND ACCESSORIES

## Zegna to make 280,000 protective suits for hospitals in Italy, Switzerland

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*Zegna has repurposed facilities in Italy and Switzerland to make protective hospital suits for healthcare workers on the front lines of the COVID-19 coronavirus. Image courtesy of Ermenegildo Zegna*

By LUXURY DAILY NEWS SERVICE

Zegna Group, owner of Italian fashion label Ermenegildo Zegna, has reopened its production facilities in Italy and Switzerland to make protective hospital suits for medical staff.

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The Milan-based company will manufacture 250,000 suits for hospitals in the Piedmont region in Italy and 30,000 units for Canton Ticino in Switzerland. This is part of Zegna's larger efforts to join in the COVID-19 relief efforts.

"Let's look out for each other," said Gildo Zegna, CEO of Ermenegildo Zegna, in a statement. "Let's get through this together."

**Zegna** is one of the leading Italian menswear fashion brands.

### Shifting gear

The latest philanthropic effort comes three weeks after the Zegna family, along with senior management at the company, pledged \$3.3 million in personal donations to the *Civil Protection* in Italy.

That donation will support nurses, doctors, scientists and volunteers across Italy on the frontline fighting the COVID-19 coronavirus that spread from China ([see story](#)).

The manufacture of hospital suits is a collective effort with collaboration between the Zegna Group, Fondazione Zegna, the Piedmont Region and Canton Ticino.

Zegna has converted a section of its INCO plant in Novara and CONSITEX in Mendrisio to make the suits.

The protective suits are constructed with a non-woven fabric, produced by Pratrivero SpA in Biella, Italy, according to Zegna.

"The Zegna Group is incredibly pleased that the Biella textile district and Unione Industriale Biellese responded immediately to our appeal to work together during this difficult period," the company said in a statement.

"We are proactively collaborating with the Piedmont Crisis Unit and Canton Ticino relevant authority to speed up the production process in an effort to meet the pressing need for vital medical supplies.

"The crisis we are all facing is a stark reminder that we must join together in every effort to combat the outbreak."

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