

APPAREL AND ACCESSORIES

Zegna recruits Steve Aoki for special sneaker design

September 21, 2021



Zegna collaborated with DJ Steve Aoki on an exclusive pair of sneakers. Image courtesy of Zegna

By LUXURY DAILY NEWS SERVICE

Italian menswear brand Ermenegildo Zegna has tapped DJ, record producer and entrepreneur Steve Aoki to reinterpret the label's classic Triple Stitch sneaker.

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

As a part of Zegna's global community of Modern Voices, Mr. Aoki created his own limited-edition design of the lightweight, slip-on sneakers. These exclusive collaborations between luxury brands and ambassadors can build consumer interest and awareness.

Zegna x Steve Aoki

Only 77 pairs of the Steve Aoki Limited Edition Triple Stitch sneaker are available worldwide.

Each pair is uniquely marked and will be custom made, requiring four to six weeks before delivery. Priced at \$1,075, the shoes are now available to order via WhatsApp or SMS through the [Zegna ecommerce site](#).



Each of the 77 pairs will be personally fitted to the individual buyer. Image courtesy of Zegna

The gray suede design features the triple crossing-elastic detail, with two crosses in bold blue and one contrasting

in black. The rubber outsole is a matching blue, and Mr. Aoki's signature appears on the spoiler alongside the XXX motif.

This is not the first time Mr. Aoki has collaborated with a luxury label on a special design.

In May, Italian jeweler and watchmaker Bulgari unveiled its latest limited-edition timepiece in collaboration with Mr. Aoki that touches on themes of optimism and warmth.

The Bulgari Aluminum special series dedicated to the Grammy-nominated DJ aims to bring together the essence of the values driving him and Bulgari. To celebrate the launch of the unique collection, Bulgari livestreamed a 20-minute performance by Mr. Aoki on YouTube ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.