

EVENTS/CAUSES

Zegna hosts virtual roundtable celebrating eighth edition of founder's scholarship

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Ermenegildo Zegna Group is one of Italy's top luxury fashion groups. Image courtesy of Ermenegildo Zegna

By LUXURY DAILY NEWS SERVICE

Italian menswear company Ermenegildo Zegna Group is highlighting its social and environmental commitments in a digital event celebrating the eighth edition of the Ermenegildo Zegna Founder's Scholarship.

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This year, the program is providing financial assistance to 43 students from select Italian universities. The awardees were invited to attend a digital round table on "The Zegna Group's Sustainable Ethos", which was hosted by the company's CEO, Gildo Zegna.

"Now more than ever, we believe it is vital to support the next generation as they meet the significant challenges ahead, including the need to build a more sustainable future," said Mr. Zegna in a statement.

"The actions we take today will have a profound impact on tomorrow, both for the world we live in and the generations that will inherit it from us."

Investing in the next generation of changemakers

The 43 students participating in this year's scholarship program will be furthering their studies or conducting research at some of the world's most esteemed universities including Oxford, Cambridge, Harvard, MIT and more. The program is designed to encourage awardees to return to Italy, following the completion of their studies, to share the knowledge and skills they have acquired.

At the digital roundtable hosted by Mr. Zegna, the brand's artistic director Alessandro Sartori, Oasi Zegna sustainability officer Anna Zegna and two of this year's awardees discussed the sustainable path Zegna Group has undertaken since its inception, and how it is inspiring the future. The two attendees who participated are Diletta Milana, an alumna of the Alta Scuola Politecnica now attending Stanford University, and Luca Fusar Bassini, of the Scuola Normale Superiore, who will be conducting research at Boston Children's Hospital, an affiliate of the Harvard Medical School.



Zegna at Harrods in the United Kingdom.

In 2014, Ermenegildo Zegna announced its plans for a scholarship program to help Italian students finance post-graduate studies or research in foreign countries. This program reflects the label's Italian heritage and will solidify the house's importance to Italian society ([see story](#)).

Since its inception, the program has awarded scholarships to 284 young Italians, and is conceived to last for 25 years with annual funding of up to 1 million euro, or \$1.2 million at current exchange.

"When we launched the Ermenegildo Zegna Founder's Scholarship in 2014, we intended to further the philanthropic vision that inspired my grandfather," Mr. Zegna said.

"Since the beginning of this program our aim has been to contribute to the development of our country not only by providing financial support to talented young people but also by encouraging their individual sense of responsibility and desire to play their own positive parts in shaping our country's future."

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