

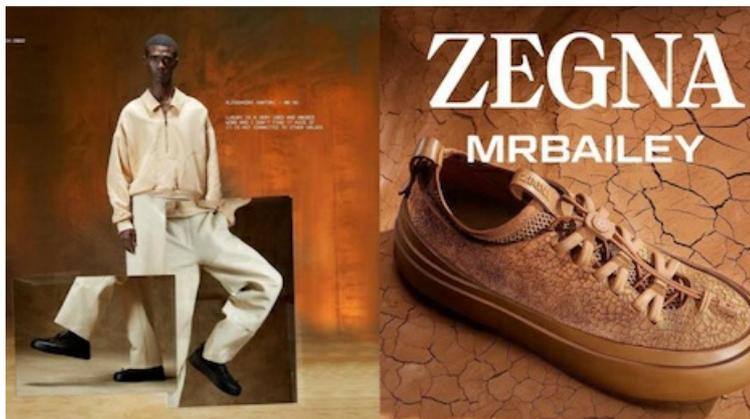
APPAREL AND ACCESSORIES

Zegna talks sartorial partnership, revamped Triple Stitch sneaker in new campaign

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By AMIRAH KEATON



Italian menswear brand Ermenegildo Zegna is offering viewers a behind-the-scenes look at one of its biggest collaborative projects and partnerships.

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The brand is championing luxury leisure, bringing a classic runner back to life. British footwear designer Daniel Bailey joins Zegna for the effort, tapping the elements for sartorial effect.

"From working with [Zegna creative director] Alessandro Sartori, I was inspired by the level of passion and ability that he and his team have to create sculpturally complex, functional art," said Mr. Bailey, in a statement.

Partnership perks

The brainchild of the brand's creative lead, and an expert collaborator with vision, Zegna has set out to make the Triple Stich sneaker part of an ongoing platform of creative expression, according to the brand.

The creatives shine a light on materials of origin, explaining the influence of traditional Japanese woodworking elements in their work. "Yakisugi," a traditional method of wood preservation hailing from Japan, creates the textured effect on layers of tactile leather and suede featured across the sneaker's exterior.

Zegna calls this treatment a carbonized-effect finish. As explained in a campaign video, the impact that fire leaves in its aftermath serves as a source of inspiration for the reinterpretations.

'Together with [@MRBAILEY](#) we added a unique touch to the style, reimagining its design while keeping its soul.' Alessandro Sartori, ZEGNA Artistic Director, on the new [#TripleStitchMRBAILEY](#) Sneakers. pic.twitter.com/UmmulkcCAU

ZEGNA (@Zegna) [January 4, 2023](#)

"It is a testament to Alessandro's attention to detail and his team's ability to execute at the highest of levels."

The shoe's chunky base consists of leather which sees hand application to the sneaker's soles, perhaps justifying its \$1290 price point, its earth-toned palette reminiscent of the mountainous landscape to be found amid the brand's namesake Italian town.

A specially foiled box showcasing a reimagined vision: the new [#TripleStitchMRBAILEY](#) Sneakers.

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ZEGNA (@Zegna) [January 2, 2023](#)

The Triple Stitch sneaker comes in coal black, smoke grey, ash white and Vicua, a brown resembling a natural clay shade.

Three crosses made of molded rubber replace shoe laces. A nod to a timeless motif, the hand-sewn crosses have been infused into the brand's tailored suiting since the company's start.

Zegna's design update first made its debut during a spring/summer 2023 ready-to-wear presentation hosted last year. Amid its namesake Italian town of Oasi Zegna, Italy, a star was reborn.

History repeats

Zegna's most recent execution does not mark its first run at reworking a house classic with an outsider ([see story](#)).

The brand has also been after the luxury athleisure lifestyle category for a minute. In 2016, it revamped its London flagship, rolling out its first bespoke shoe line alongside retail renovations ([see story](#)).

A Bond Street store exclusive, Zegna launched a capsule collection inclusive of nine styles, each based one friend of Mr. Sartori, who at the time was a newly-installed as creative director.

Mr. Sartori joined Zegna in June 2016 from Italian footwear and leather goods brand Berluti, the LVMH-owned menswear label well-known to this day for its bespoke footwear ([see story](#)).

For the current-day collaboration, Mr. Sartori sits on the other side as a seasoned leader, ushering fresh talent into the brand he oversees.

"When Daniel Bailey and I started the conversation of creating a pair of Luxury Leisurewear shoes, the iconic Triple Stitch Sneakers naturally came to mind," said Alessandro Sartori, artistic director at Zegna, in a statement.

"Together with Mr. Bailey we added a unique touch to the Triple Stitch, reimagining it in a new design while keeping its soul."