

APPAREL AND ACCESSORIES

## Zegna keeps in step with sustainability goals in latest outdoor collection

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*Outdoor runners test the performance of the Zegna x norda collection footwear by running through the Oasi Zegna reserve in the Italian Alps. Image credit: Zegna Group*

By LUXURY DAILY NEWS SERVICE

Italian menswear brand Ermenegildo Zegna is uniting with a new partner over a shared love of the natural world and the desire to preserve it.

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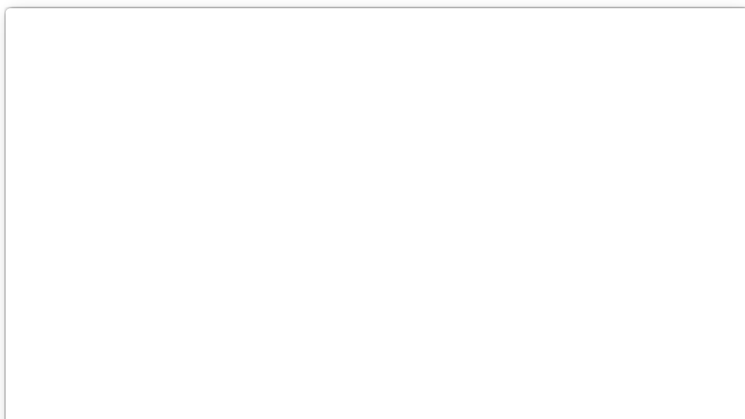
In this latest addition to its outdoor collection, **Zegna** has collaborated with norda, a Canadian company which specializes in trail running shoes, on a collection which features apparel made from sustainable materials.

The collection's campaign presents figures from the world of outdoor running who test the apparel's performance on the trails that inspired their design.

All roads lead to

Zegna's commitment to the environment goes all the way back to its roots.

The brand's founder, Ermenegildo Zegna, began planting more than 500,000 trees in Piedmont, Italy, which would eventually become the free-access, natural territory park Oasi Zegna. It continues today with the brand's sustainability ethos, which includes a commitment to zero waste under the "use the existing."



[View this post on Instagram](#)

A post shared by ZEGNA (@zegnaofficial)

As part of this commitment, the brand aims to create new fabrics from existing fabrics, remnants and fibers to reduce unnecessary waste. The Zegna x norda collection that falls right into step with this mission.

The collection's footwear makes use of the fiber, Dyneema, which is made from 75 percent of the renewable resources. Dyneema is meant to be the world's strongest fiber, yet its impact on the environment is gentle.

In terms of comfort and support, the shoes' soles are made of Vibram, a supportive and durable blend of rubber and foam.

Norda founders, Nick and Willa Martire, tested their original running shoes prototype against Canada's famously rough winter weather, at temperatures as low as -35 degrees Fahrenheit.

To test the performance of the Zegna x norda shoes, a number of norda's athletes including cross-country star Koby Pederson and outdoor runner Marlon Patrice took to trails less taken in Oasi Zegna, which is included on norda's directory of best places to run.

Zegna drew from the natural world for its recent collaboration with British footwear designer on the Triple Stitch runner shoes.

As part of this update's design, Mr. Bailey and Zegna creative director Alessandro Sartori incorporated the influence of "Yakisugi," which is the traditional Japanese method of wood preservation ([see story](#)).

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