

APPAREL AND ACCESSORIES

## Zegna names Emmy-nominated actor as global ambassador to its luxury leisure shoe line

March 29, 2023



Actor Kieran Culkin made his first film appearance in the 1990 hit U.S. film *Home Alone*, which starred his older brother, actor Macaulay Culkin. Image credit: Zegna

By LUXURY DAILY NEWS SERVICE

Italian menswear brand **Ermenegildo Zegna** is adding another honor to actor Kieran Culkin's long list of recent achievements.

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

The brand has named the actor, who currently stars as Roman Roy on HBO's satirical dramedy *Succession*, as its Global Triple Stitch ambassador.

With this, Mr. Culkin joins the brand's 232 community, a collection of creative innovators who are driven to push beyond the constraints of society.

232 in the 212

The actor talks about pushing beyond his own personal constraints in a short campaign video for Zegna Global Triple Stitch released to social media.

"I used to not like scary," he says. "Now that I have done scary, and have had a lot of fun with it, I think, if I'm not scared, I don't want to do it."

Celebrated for iconic roles in *The Cider House Rules*, *Igby Goes Down* and *Succession*, Emmy-nominated actor Kieran Culkin joins ZEGNA's 232 Community as our Global Triple Stitch Ambassador. [#KieranCulkin](#) [#ZEGNA232](#) [#TripleStitch](#) [pic.twitter.com/RwazEvGZcQ](https://pic.twitter.com/RwazEvGZcQ)

ZEGNA (@Zegna) [March 21, 2023](#)

"I always have to be growing and I have to be changing. I feel like if I get complacent in what it is I do, then I'm doing

it wrong."

The actor has been nominated for three Golden Globe awards, a Critics' Choice award and ,most recently, second Primetime Emmy for his role as Roman Roy.

For his role in Zegna's campaign video, he sits in the corner of a New York skyscraper window wearing a pair of white Zegna sneakers with three rows of tan crossed bands of molded rubber along the top.

This "luxury leisure" running shoe was introduced by creative director Alessandro Sartori in 2020. In January, he and collaborator British footwear designer Daniel Bailey, released a co-branded capsule collection ([see story](#)).

The 232 community is named for a road that runs through Oasi Zegna, the free-access natural territory park that brand founder Ermenegildo Zegna created in Piedmont, Italy. Recently the brand collaborated with norda, a Canadian company that specializes in running shoes, for a footwear collection.

The accompanying campaign featured prominent members of the outdoor running community testing the shoes' performance on the park's less-traveled paths ([see story](#)).

---

© 2023 Napean LLC. All rights reserved.

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