

APPAREL AND ACCESSORIES

# OOH marketing from Zegna uplifts legacy in Milan

April 22, 2024



*"Born in Oasi Zegna" advertisements celebrated the luxury brand's heritage during Milan Design Week this month. Image credit: Zegna*

By AMIRAH KEATON

Italian menswear brand Zegna is promoting a new literary release.

Backed by luxury publisher Rizzoli, *Born in Oasi Zegna* brings the most eco-conscious aspects of the label's history to light. Offline, a series of experiential activations including a dynamic exhibition, special-edition merch and public partnerships extend its influence during Milan Design Week.

## Taking root

In 1929, the brand's late founder Ermenegildo Zegna began planting a few trees on the grounds surrounding his wool mill, in the northern Italian town of Trivero. The entrepreneur's passion project was just that less a strategic initiative than a demonstration of his connection with nature.

The simple act would snowball, and what began as a small colony of saplings sowed nearly a century ago has evolved into a full-scale reforestation effort. Present-day and public-facing, the 110-year-old aim to preserve local ecosystems is called "Oasi Zegna," or "Italian Oasis."

Against the backdrop of the 62nd edition of Milan's Salone del Mobile this month the annual furniture fair is increasingly engaging international audiences digital ads recall the company's roots.

## BORN IN OASI ZEGNA: SPOTTED IN MILAN

Milan's iconic historic locations are the perfect backdrop for our Born in Oasi Zegna city takeover.

THE SECOND BEST THING WE DO IS CLOTHING.

THE FIRST IS OASI ZEGNA. [#BorninOasiZegna#FromOasiZegnatoMilan pic.twitter.com/3rDHLBUxi4](#)

ZEGNA (@Zegna) April 19, 2024

The screens join an OOH marketing campaign directing attention toward a new book, as the brand's unique founding story becomes the subject of *Born in Oasi Zegna*.

Produced with Rizzoli New York, the 224-pager consists of four chapters "inspired by the cycle of nature's seasons." The collectible volume features interactive elements such as pullouts and pop-ups.



A facade installation at the Zegna Montenapoleone global flagship promotes the *Born in Oasi Zegna* book launch. Image credit: Zegna

In light of the launch, the Zegna Montenapoleone global flagship received a face-lift, rearranging its facade to place the publication's visual identity at street level.

Additional installations worked to promote the book throughout the metropolis, including a branded takeover of the Rizzoli Galleria store.

Three versions of a limited-edition tote bag were distributed with purchase at both retail locations and were also made available at a remixed Via Dei Giardini newsstand in the heart of the city.

[pic.twitter.com/34YRZJfsCr](https://pic.twitter.com/34YRZJfsCr)

ZEGNA (@Zegna) April 20, 2024

Images displayed across the stop's exterior were sourced from the *Born in Oasi Zegna* title.

At Piazza Duomo, *Born in Oasi Zegna* Kiosks donning multicolor graphics and a scannable QR code encouraged passersby to discover more of its experiences spanning Milan Design Week.

The structures previewed all the brand had to offer last week. Its dedicated event lineup included the *Born In Oasi Zegna* Book Exhibit, hosted on Via Savona at Zegna headquarters.

Spearheaded by Italian architect Antonio Citterio, the immersive space prompted visitors to "explore the story of *Born in Oasi Zegna* in a series of imaginative spaces that celebrate the brand's unique heritage."

### **Oasi Zegna lives on**

Lastly, and with talks of legacy in mind, the brand announced that over the next three years, it will act as the official custodian of Piazza Duomo's flowerbeds.

Amid a luxury landscape wherein those with strong ESG platforms are rising to the top of consumer loyalty lists ([see story](#)), the communication of Zegna's founding ethos remains a priority.

Visit us for the last day of our 'Born in Oasi Zegna' exhibit at Milan Design Week and immerse yourself in our natural territory.

The exhibit has turned the pages of our 'Born in Oasi Zegna' book into places to explore and brings our visitors one step closer to Oasi Zegna. [pic.twitter.com/42hJJsXPST](https://pic.twitter.com/42hJJsXPST)

ZEGNA (@Zegna) April 21, 2024

Besides the surrounding community, its founder's desire to pass a love and respect for the outdoors on actively benefits the next generation.

The land once tended by the businessman himself has grown into a full-fledged nature preserve in the Biellese Alps of Piedmont, Italy.

Established in 1993 by his descendants, Oasi Zegna ([see story](#)) is free to access and exists across an area 30 times the size of New York City's Central Park.

More than 500,000 trees are nestled upon these grounds.

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