

SUSTAINABILITY

Zegna unveils expanded global sustainability initiative

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The company is bolstering its existing Green Mind philosophy. Image credit: Zegna

By ZACH JAMES

Italian menswear brand Zegna is furthering its commitment to protecting the environment.

In recent days, the company introduced the Oasi Zegna Global Initiatives, a series of short-term sustainability targets and actionable programs. The campaign included global reforestation and biodiversity enhancement endeavors, with a particular focus placed on Aspen, Colorado, due to the city's Italian roots and ties to luxury culture.

"An oasis is a place that vision builds as my grandfather proved by creating the Oasi Zegna, when he looked out over barren mountains and imagined a future shaped by beauty and purpose," said Gildo Zegna, chairman and CEO of parent company Ermenegildo Zegna Group, in a statement.

"Today, that same vision continues in Aspen and beyond," Mr. Zegna said. "With the Oasi Zegna Global Initiatives, we reaffirm our enduring belief that nature, culture and community must evolve together.

"This is not just about preservation it's about creating new spaces for connection and growth."

Future forward

Through the Oasi Zegna Global Initiatives, the maison is seeking to build upon the environmentally responsible foundations built by founder Ermenegildo Zegna more than a century ago.

The new program seeks to expand the reforestation efforts at the Oasi Zegna nature reserve in Trivero, Italy, around the world. Among the first steps in the initiative is planting or protecting upwards of half a million trees across the globe by 2027.



The menswear group is already making green moves in the United States. Image credit: Zegna

This year, the brand has already replanted 160,000 trees around Lake Christine in Colorado, with Zegna collaborating with the U.S. Forest Service and local enterprise the Aspen Skiing Company to contribute to the total. The work is helping the area recover following a destructive wildfire in 2018.

In collaboration with the Aspen Fire Department and the City of Aspen, the fashion label is also helping to reduce wildfire risk and increase biodiversity in the area through a variety of actions, including planned burns, clearing ground debris. Alongside this, the maison is launching local programming created with the assistance of nature preserve, the Aspen Center for Environmental Studies, such as a community garden hosted by nearby agricultural center Farm Collaborative, mobile planting pushes and an immersive education station.

This week, the company also unveiled its latest retail location. Situated in Aspen, the store is built with the Green Mind philosophy at its core, said to serve as an example of both its existing and new commitments to the environment through its fixtures, aesthetic and offerings.

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A post shared by ZEGNA (@zegna)

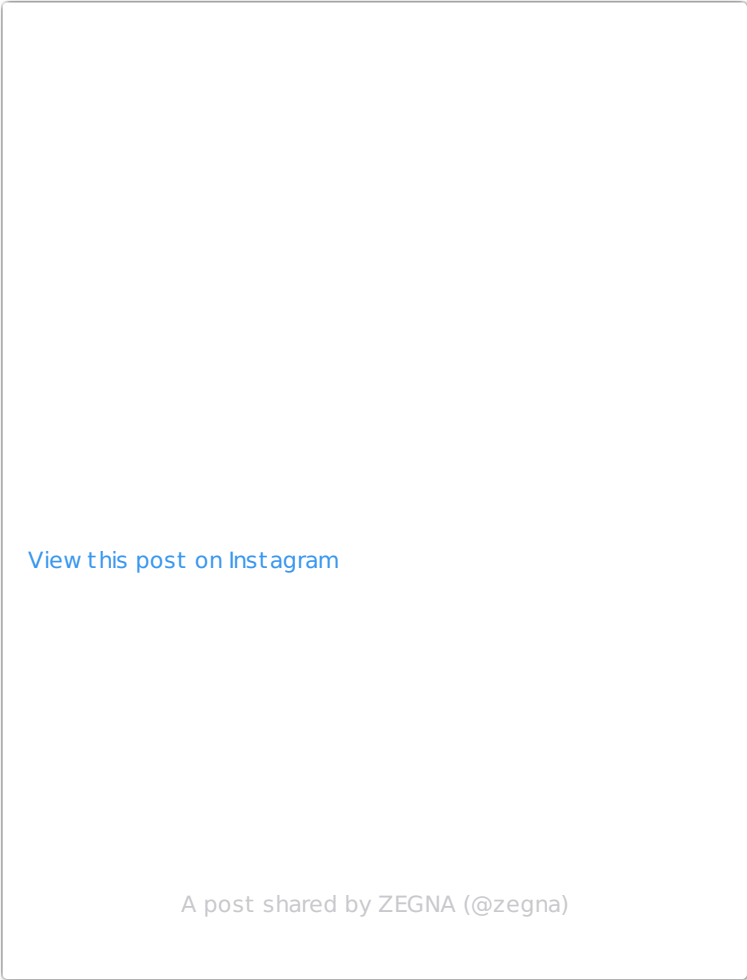
Zegna will continue to uplift its global sustainability efforts, including curating the flowerbeds of Piazza Duomo in Milan over the

next three years, among other initiatives.

Green piece

Last week, Zegna’s parent company received a more than \$126 million investment from Singaporean holding company Temasek, allowing the Zegna Group to increase its global footprint, both in retail and in preservation operations ([see story](#)).

The deal was announced just before the release of Ermenegildo Zegna Group’s earnings for the first half of the year, where it posted revenues of 927.7 million euros, or roughly \$1.1 billion at current exchange, a 3.3 percent year-over-year decline. Despite grappling with adverse international economic conditions, the group, as well as many other luxury names, is enhancing its green goals.



Last month, elsewhere in the industry, Italian luxury yacht manufacturer Baglietto released its first-ever sustainability report, detailing its ESG progress through the end of 2024 ([see story](#)). U.S. fashion group Tapestry expanded its partnership with English circular material manufacturer Gen Phoenix to bolster its production of green goods ([see story](#)). Despite this increased interest in the environment industry-wide, likely due to consumer demand ([see story](#)), progress on circular goals among fashion labels has seemed to have stalled ([see story](#)).