

Ermenegildo Zegna

PRESS RELEASE

Ermenegildo Zegna Osaka Global Store

Osaka, July 2014 - Ermenegildo Zegna unveils its first Peter Marino Global Store in Osaka. Designed by renowned architect Peter Marino, the store is located in the heart of Osaka's luxury shopping district Shinsaibashi-suji in the Chuo-ku ward and it showcases the Ermenegildo Zegna collections within 416 square meters of luxury retail space.

The Osaka Global Store features a façade entirely designed by Peter Marino for a Zegna store. This façade is realised in tempered glass with backlit EZ monograms, alternated by black slide panels.

Another innovative characteristic of the store is the staircase and lift lobby on the first floor: the Onda Marina stone flooring and the glass and mirrored steel wall, on which is applied the EZ monogram pattern, are coupled to brighten the space and lead costumers into the journey through the Zegna world.

The Ermenegildo Zegna's collections, ranging from Formal to Upper Casual, are displayed across different areas specially designed to convey a unique and distinct vision. Customers begin their journey on the first floor with an extensive range of textile and leather accessories and licensing products including watches and fragrances. The second floor hosts the contemporary Z Zegna line, the Zegna Sport and the Upper Casual collection. The third floor showcases the traditional Italian tailoring of 'Sartoria', while the luxury offering continues with the VIP room, an area devoted to personal shopping and to the exclusive Made To Measure service.

The Osaka Global Store houses the launch of the new Couture room designed by Peter Marino to host Ermenegildo Zegna Couture collection by Stefano Pilati.

This unique space, laid on the third floor, is inspired by a new concept which blends the expertise and traditional heritage of Ermenegildo Zegna with the industrial world. The result is a skillful use of exclusive materials in an ivory colour palette, such as the gouged Satinwood, mixed with antique bronze and dark metals to create a luxurious and intimate atmosphere: ivory plain Oak and Parchment are alternated on the walls, while are also used black Oil-quenched Steel and creamish pin-striped lacquered plaster.

On the third floor is displayed the artwork by the Italian artist Chiara Camoni, part of *ZegnArt – Art in Global Stores*, a special artistic project based on works specifically conceived to be permanently displayed inside Ermenegildo Zegna's stores worldwide.

The Osaka Global Store is the 17th Peter Marino Concept Store to open globally. This store, along with others in cities such as Milan, New York, Paris, Tokyo, Hong Kong, Shanghai, Shenzhen, Hangzhou, Chengdu and Beverly Hills are the result of a fruitful partnership with the world-renowned architect Peter Marino, whose design echoes the brand's use of quality materials, integrity and modern style throughout the space. Of exceptional note is New York's Fifth Avenue Global Store, which won the American Institute of Architects New York State Merit Award for Architecture in 2008.

About Ermenegildo Zegna Group

The Ermenegildo Zegna Group is a leading luxury menswear brand and one of the most renowned businesses in Italy. Founded in 1910 in Trivero, in the Biella Alps, by the young entrepreneur Ermenegildo, whose vision was to ethically create the world's finest textiles through innovation and the sourcing of the noblest fibers directly from their markets of origin, the company is managed today by the fourth generation of the Zegna family with Gildo Zegna as CEO. Since the late 1980s, the company has implemented a comprehensive strategy of verticalization, creating a global luxury brand which now ranges from fabric to clothing to accessories, is focused on retailing, pioneering early entry in emerging luxury markets, BRIC and Asia in particular, and was the first luxury brand to open a monobrand store in China in 1991.

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Ermenegildo Zegna celebrated 100 years of excellence in 2010. Today there are 546 Zegna stores (312 company-owned) in over 100 countries around the world. The total Group revenues in 2013 reached € 1.270 bn.

In 2012 the Group launched ZegnArt, an independent commitment focused on international collaboration in the field of visual arts and in February 2014, the Group announced the Ermenegildo Zegna Founder's Scholarship, a 25-year project named for its founder with an annual investment in education of €1 million.