

Bridgeway to Success™

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THE SECRET TO ZEGNA'S LONGEVITY? INNOVATION.

Not Just Another Suit

Ermenegildo Zegna is a fabric maker and clothing label that is celebrating its 100th anniversary this year. Very few companies see their 100th anniversary. So what is the secret to Zegna's longevity?

Yes quality, yes a great fit, but the real secret is *innovation*. A suit is not just a suit. Zegna conducts over 2000 fabric experiments each season – yes, 2000 – to develop a handful of leading-edge products. Like the first jacket that automatically adjusts to help regulate your body temperature in changing conditions. Or the Solar Jacket, which continually charges your electronic devices with a built-in solar cell. Or crossover fabrics like Cashco – cashmere and cotton – that transcends seasons and has a rich yet sporty feel.

It was Zegna that in the 1970's decided to let men select their own fabrics and details. As a result, made-to-measure was born. The market space between off-the-rack and handmade has since become the standard for luxury suits and jackets.

If a suit is not just a suit but a reflection of creativity and technology, then what business are you truly in? Answering that question has served Zegna for a hundred years. Shouldn't that be your question too?

Michael Canic