

Ermenegildo Zegna

Ermenegildo Zegna and Music

With keen interest Ermenegildo Zegna follows the world of classical music, the people who make it happen. As in Valery Gergiev, both great artist and major factor behind the worldwide success of the Mariinsky Theatre in St. Petersburg. Beyond the maestro's talent, prestige and international renown, at the basis of Zegna's collaboration with Gergiev lie the "elective affinities" the two share. These include a distinct sense of dynamism, efficiency, superlative quality; a bent for bonding tradition and today; the charismatic leadership intrinsic to rendering the result of a group effort far superior to the sum of its parts.

Zegna and Maestro Gergiev began working together in **1997** when Ermenegildo Zegna established the **Zegna and Mariinsky New Talents Award**: four scholarships given out every year to four of the theatre's young talents so that they may pursue intensive studies in various musical/theatrical disciplines.

The **1998** scholarships were presented in Moscow during the opening of the first Zegna store in the Russian capital.

The **1999** award ceremony took place instead in London, where Maestro Gergiev made a guest-of-honour appearance at the reopening of the Zegna store on Bond Street.

In 1999, Ermenegildo Zegna became a member of the **Advisory Board of the Friends of the Kirov Association** (sponsored by Prince Charles of England) and embarked on a series of projects aimed at raising funds for the Theatre. Among other things, 10% of proceeds from Bond Street store sales in the first month after reopening were donated to the Theatre.

In **2000**, cooperation between Zegna and Maestro Gergiev came in occasion of the closing event of the *Settimane Musicali di Stresa e del Lago Maggiore*: namely, the September 28 concert conducted by Valery Gergiev at La Scala Opera House in Milan with the contribution of Ermenegildo Zegna. At that time the 2000 scholarships were handed over personally to the Maestro.

In July 9th, **2001** – the scholarships were presented to Maestro Valery Gergiev at the Royal Opera House in London.

2002 – 2003 scholarships will be presented to Maestro Gergiev in St. Petersburg at the Mariinsky Theatre on the occasion of the World Orchestra for Peace Concert.

The Concert Suit

Ermenegildo Zegna's interest in the realm of music shows up on the styling front too. Zegna has in fact designed a special suit for leading representatives of the international music scene like Chung-Myung-Hoon, Placido Domingo, Juan Diego Flóres, Valery Gergiev, Evgeny Kissin, Yundi Li, Gianandrea Noseda, Leo Nucci, Mstislav Rostropovich, Yukata Sodo and Alexander Toradze. This *Concert Suit* consists in a guru-collar jacket made from exclusive high-performance Zegna fabrics offering superlative crease resistance. Other features include a great breathability – even under the spotlight – thanks to a moderate weight, structure and use of linings very light and sophisticated.

Invisible details also work to render the suit unique. The sleeve-joint, for example, has been designed to guarantee utmost ease of arm movement all the while safeguarding the garment's sense of style.