Italian menswear powerhouse Zegna is partnering with Green Pea to create a new shop-in-shop at the world's first Green Retail Park in Turin.

The new 200-square-meter Zegna shop features an exclusive selection of the marque’s most iconic products, including the #UseTheExisting project, a key part of Zegna’s commitment to sustainability.

Originally launched in the Ermenegildo Zegna XXX Fall/Winter 2019 collection, #UseTheExisting embodies using more natural and technical fabrics developed with innovative processes from pre-existing and post-consumer sources. Its end goal is zero waste.

“It’s a vision that perfectly complements Green Pea’s mission to feature high-quality products created using materials that are in harmony with nature,” said Zegna in a release.
Founded in 1910 by Ermenegildo Zegna, an entrepreneur committed to making his hometown of Trivero, Piedmont into a center of high-quality textile production without compromising the quality of life for future generations. One of fashion’s most vertically integrated business models, Zegna is today a vital supplier of high-end fabrics; a key menswear garment manufacturer; and major league Milan runway brand and the owner of an extensive global network of flagship boutiques.

The house will celebrate its 110th anniversary by renewing its sustainability pledge, exemplified by Oasi Zegna, an innovative natural park, garden and zone first created by the founder that summarizes the brand’s green philosophy. A unique territory that has grown to cover 100 square-kilometers from Trivero to Valle Cervo in the Alpi Biellesi.

“In an ever-changing world, luxury companies can simply adapt to changes or choose to be a positive force in driving these changes. Our responsibility is to leverage our past to build a better present and future. This carries over into everything we do, following our founder’s legacy. I’m very pleased that Zegna is part of the Green Pea project, partnering with Oscar Farinetti who shares the same sustainability ethos with us,” said CEO Gildo Zegna.

Zegna’s offering within Green Pea will also include a made-to-measure brand experience featuring a unique selection of products and textiles, such as Achillefarmtm, a wool sourced from its own Australia farm. There is a selection of handmade products developed in collaboration with the San Patrignano community (Italy’s most famous addict recovery center) and an exclusive new Oasi Zegna cashmere plaids. Visitors can also experience Oasi Zegna first-hand in a scaled-down version of the nature park - a walking pathway showcasing a total of 14
Oasi Zegna first-hand in a scaled-down version of the nature park - a walking pathway showcasing a total of 14 different botanical species on the building’s terrace, explaining the history of its green lung Oasi Zegna.

By Godfrey Deeny

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