



Fashion Show & Exhibition  
for Ermenegildo Zegna

ERMENEGILDO  
ZEGNA



# Fashion Show & Exhibition for Ermenegildo Zegna

Italian luxury fashion house Ermenegildo Zegna engaged Base Creative to curate a unique in-store experience for promoting its winter collections.

Business Strategy

Brand Strategy

**Creative Theme**  
**Art Direction**

Design and Touchpoints

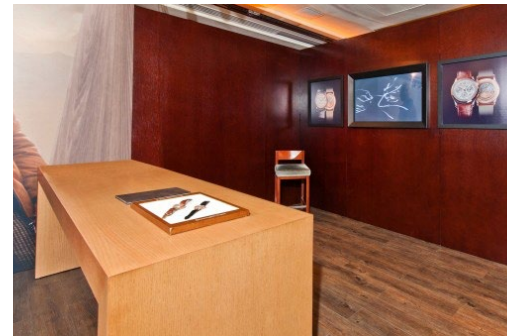
Props Design  
Lighting Design  
Showcase Design  
Model Casting

Digital & Social Media

**Event Management**

# Ermenegildo Zegna Fashion Exhibition

## Fashion Show & Exhibition for a Luxury Italian Brand



Having worked with Zegna for numerous fashion shows and live events, we understand what it takes to ensure the brand is presented in the most appealing way.

Scope of work

Business Strategy

Brand Strategy

Design and Touchpoints

Digital & Social Media

Props Design  
Lighting Design  
Showcase Design  
Model Casting

# Ermenegildo Zegna Fashion Exhibition

## Fashion Show & Exhibition for a Luxury Italian Brand



Inspired by Zegna's rich Italian heritage, we created a memorable and successful event for all the guests and stakeholders.

Scope of work

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