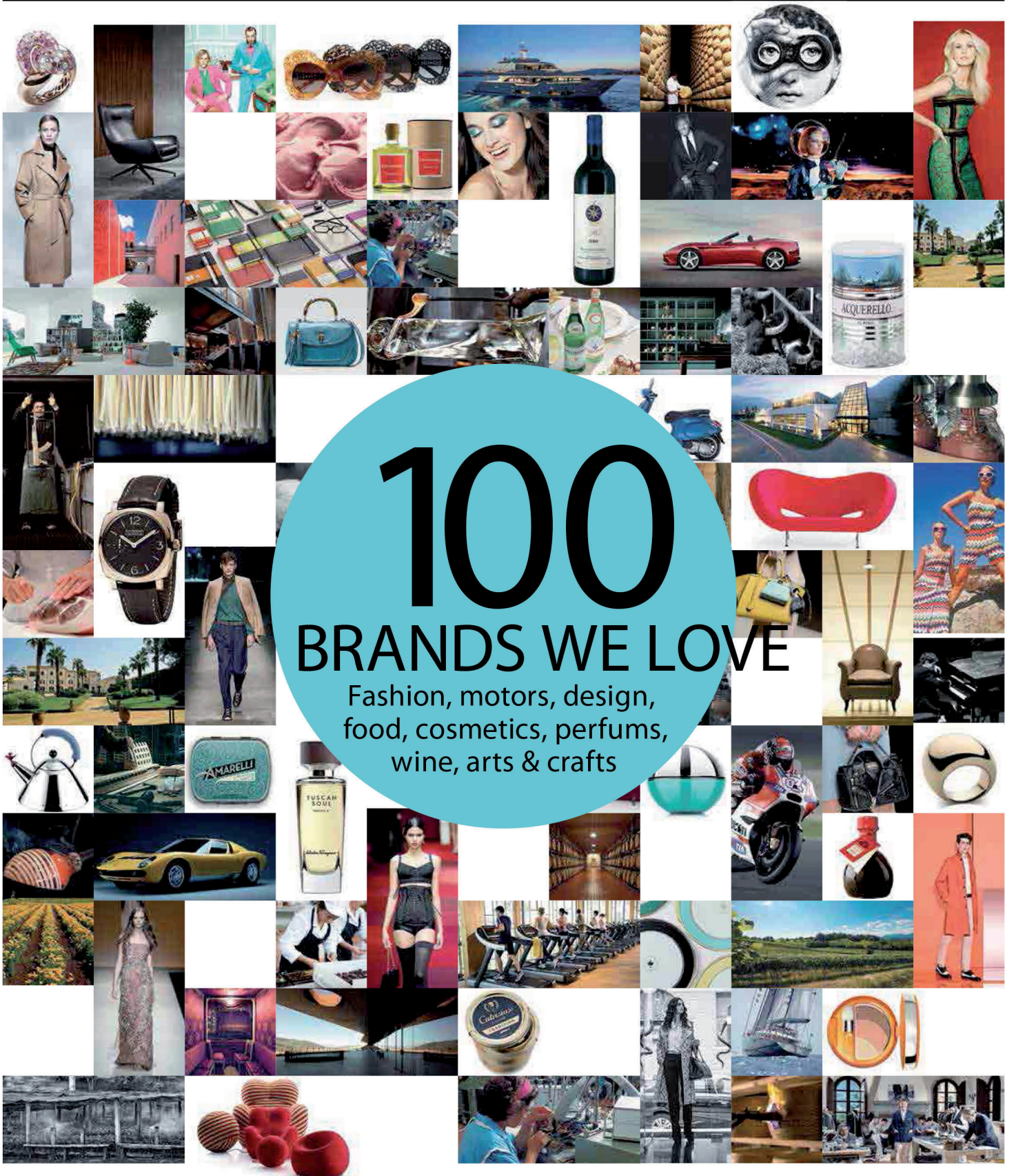
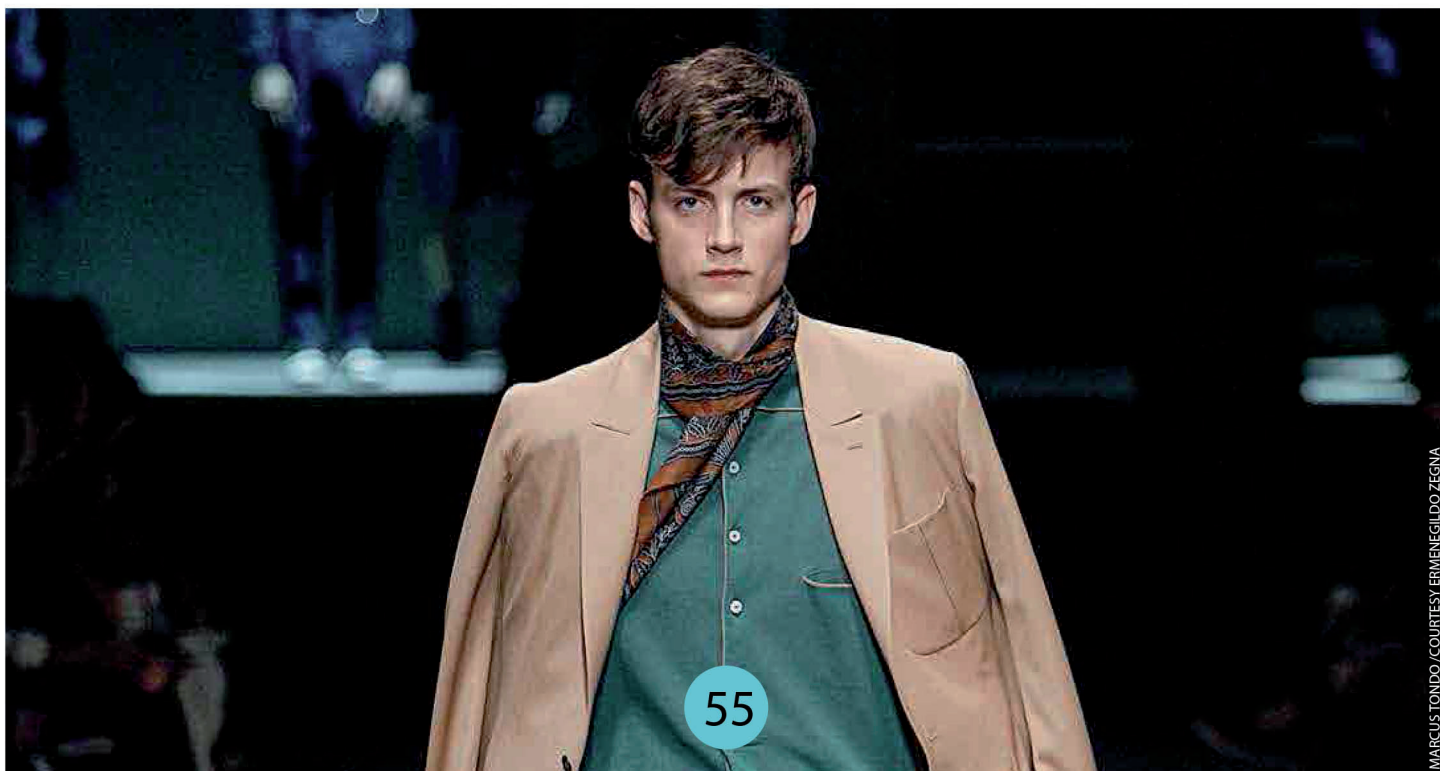


# Beautiful Italy



**100**  
BRANDS WE LOVE

Fashion, motors, design,  
food, cosmetics, perfums,  
wine, arts & crafts



MARCUSTONDO /COURTESY ERMENEGILDO ZEGNA

# ERMENEGILDO ZEGNA

A 100 YEAR OLD HISTORY: FROM A FACTORY FOR QUALITY FABRICS TO HIGH TAILORING FOR MEN, THE PASSION FOR THE ENVIRONMENT AND CULTURE

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## ALESSI

With more than 300 hundred designers creating items for all categories of domestic landscape, Alessi is the Italian "dream factory". Its secret? The desire to turn aesthetic and functional research into industrial production series.

[alessi.com](http://alessi.com)



The world leader in menswear speaks Italian. In 1910, Ermenegildo Zegna founded the company that still bears his name in the Biella mountains, in Northern Italy: the initial idea was to produce high quality fabrics, using only the finest fibers; over time, though, the brand also extended to menswear tailoring. The sons of Ermenegildo, Angelo and Aldo, who took over from their father, decided in the mid-60s to move into luxury clothing, thus starting the transition of the brand to a real lifestyle symbol.

Following this strategic decision, in 1999 the group acquired Agnona, the luxury clothing and knitwear brand for women, and it entered the fragrance market in 2003. In 2010 Ermenegildo Zegna started its high-end watches lines and in 2013 its eyewear collection. In the same year, an agreement with Maserati brought

to the production of a limited edition sedan.

Since 2012 Zegna's creative director is Stefano Piliati who created Agnona collections for women and Ermenegildo Zegna Couture for men. Whereas the "custom made" service, that allows the customization of garments (fabrics included) is enjoying a never fading success since 1972.

Despite its global success, the group is still a family business, with Gildo and Paolo Zegna as CEO and President. The operation of environmental protection "Oasi Zegna" is active since 1993 while in 2014 the Ermenegildo Zegna Founder's Scholarship program was created, allocating one million euro per year to fund the most talented Italian graduates in achieving degrees and master's programs. [zegna.com](http://zegna.com)

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## PENTOLE AGNELLI

MORE THAN JUST POTS:  
CHEFS' PARTNERS SINCE 1907

The prestigious Agnelli brand was created over a century ago from an intuition by its founder Baldassarre: using aluminum, an apparently poor material but with extraordinary properties, to create high end cooking pots. Today, the Agnelli cookery collections are still made in Italy and used by chefs worldwide. [agnelli.net](http://agnelli.net)

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## PASTIFICIO GENTILE

VINTAGE PASTA, MADE TODAY  
LIKE IN THE GOOD OLD DAYS

In the workshop of Pastificio Gentile Gragnano pasta is bronze drawn, shaped by hand and slowly dried. It is then left to rest in a 35 degrees environment for three days, "with wooden fans circulating the air" says the Zampino family, who runs the company since its foundation, in 1876. [pastagentile.it](http://pastagentile.it)