

Rocky Mountain Hi

Zegna is transporting a version of its Oasi Zegna nature preserve in Trivero, Italy, to the mountains of Colorado.

The Italian luxury brand on Monday will bring the Oasi Zegna Global Initiatives, its commitment to conservation, reforestation and ecological education, to Aspen. In partnership with public and private partners, the company will replant 160,000 native trees in Lake Christine with the U.S. Forest Service; work with local foundations to reduce wildfire risk and support biodiversity

through prescribed burns and clearing activities, and preserve the health of its forest alongside the City of Aspen.

A partnership with ACES will encourage public environmental responsibility, while a new forest garden that honors Aspen's Italian roots will be planted with the Farm Collaborative. There will also be a mobile planting and education station that will offer immersive environmental storytelling to the public throughout the summer.

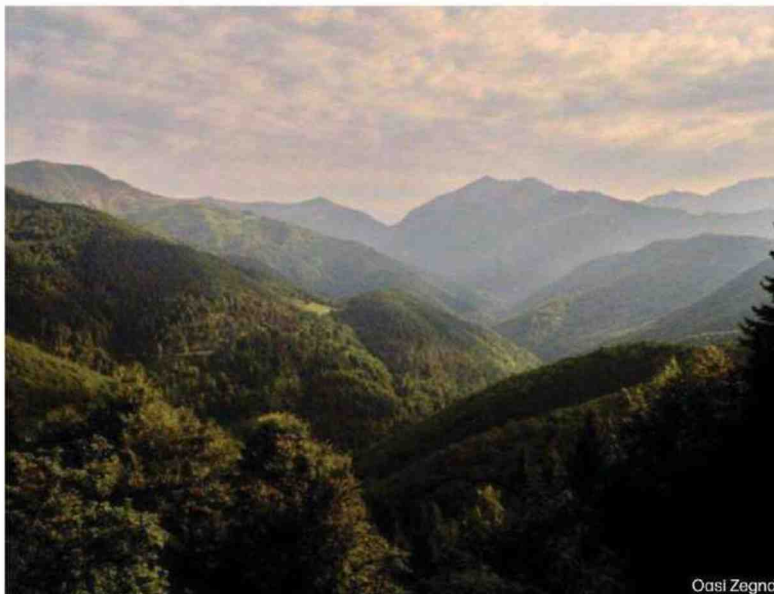
"Our Road to Tomorrow

began with a vision: to create beauty where others saw only barren mountain. Today, that vision continues in Aspen and beyond," said Gildo Zegna, chairman and chief executive officer of Zegna. "The 'Oasi Zegna Global Initiatives' reflect our enduring belief that nature, culture and community must evolve together. This is not just about preservation – it's about creating new spaces for connection and growth."

Since the company's founding in 1910, its core message has been to be in harmony with nature.

The concept was brought to life in 1929 through the creation of Oasi Zegna, a nature preserve in Trivero that is 30 times the size of New York's Central Park. Today, the company plants a tree for every child born to a Zegna employee, donates flowerbeds in the Piazza Duomo in Milan and revitalizes public parks in Palm Beach and Boston, among other things.

— JEAN E. PALMIERI



Oasi Zegna

