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#WHATMAKESAMAN

MASCULINITY IS A STATE OF MIND, NOT A SET OF GIVEN RULES. ONE THING DOES NOT MAKE A MAN. MEN HAVE BEEN LEARNING THAT LOVE IS STRENGTH, KINDNESS IS POWER, OPENNESS IS FREEDOM. AT ZEGNA MEN GET UNDRESSED TO BE DRESSED, DARING TO BARE THEIR DISTINCTIVE SELVES. SIDE BY SIDE WITH MEN FOR 110 YEARS WE CONTINUE TO CHANGE, WITH THEM.

2



6



8

Neutralité



3

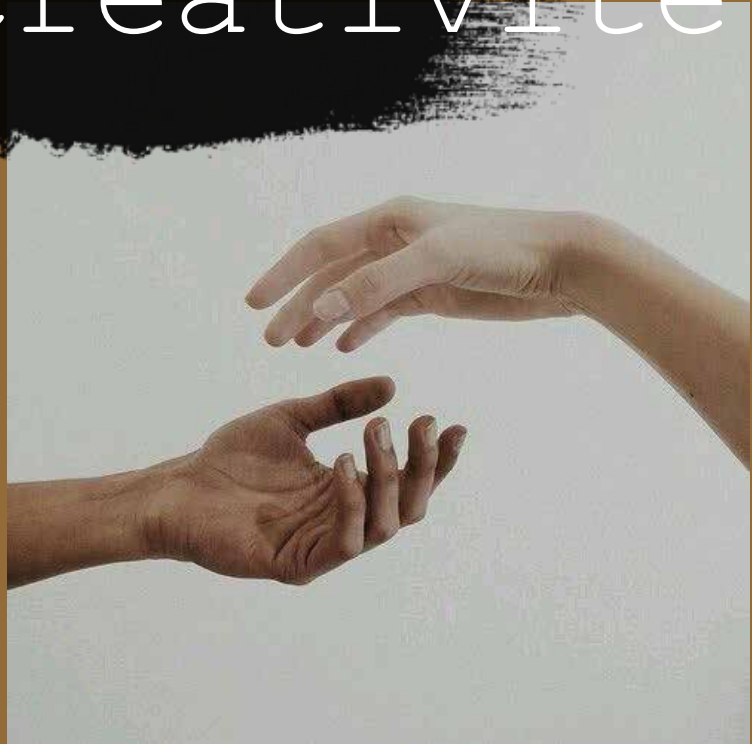
Précision



9

Créativité

4



5



7

Douceur



10