

## Zegna In\_STORE

- A 3D environment developed in cooperation with Hi Production thanks to Neosperience, in which users live a powerful brand experience and the feeling of being inside a Zegna physical store, in a powerful and memorable way.
- The goal was to revolutionize e-commerce making it experiential and pleasurable, positioning Zegna as men's fashion leader also in the digital world.
- Customers can freely move around in the store space and explore items according to their own interests and tastes, until the purchase and home delivery of products.
- The result is an outstanding combination of elements: fashion, Hollywood visual effects and digital technology, integrated in a kinesthetic and amazing experience that both drive e-commerce sales and extend the brand.

