



Zegna Baruffa Lane Borgosesia S.p.A.
SPINNING TRENDS - SINCE 1850



The new 2025–2026 Collection of Zegna Baruffa Lane Borgosesia: a modern alchemical manual.

Zegna Baruffa Lane Borgosesia's 2025–2026 collection entitled "a modern alchemical manual" which will be exhibited during the 95th edition of Pitti Filati (Central Pavilion - Stand I/1-9) represents an important change in the way yarns are proposed in the collection.

Zegna Baruffa Lane Borgosesia transforms the finest raw materials into superior quality yarns: like a modern alchemist combining rigorous scientific criteria with the attention to detail typical of craftsmanship.

THE CONCEPT

The objective is to provide customers with an easy and immediate reference tool, which enables them to make a rational and timely search for yarns for their own creations and which overcomes the concept of seasonality. Product categorisation criteria, graphic structure and an impactful use of symbols and colours are the key drivers of this new yarn presentation strategy. Based on the criteria of 'identification, direction and information', the proposal for the 2025-2026 collection takes the form of a true Table of Elements, modern and user-friendly.

The result is a catalogue that takes its cue from an ancient Alchemist's manual, but in a modern and refined version thanks to inspiration from the genius of Massimo Vignelli, the Italian graphic designer of the 1970s who built his style on the importance of a **design that is as impactful as it is clear and readable.**

The cataloguing of the yarns in the proposal, including the 8 new entries, is based on a dual criterion:

- Yarn's purpose of use
- Technical characteristics (wool micronage, composition, texture)

Vertically, the yarns are divided into six macro-categories - **Iconica, Spectacularis, Technica, Aeterna, Aquae, Magicus** - characterised by a colour and a reference symbol declined according to the number and type of elements.


Horizontally, they differ in fineness, composition and appearance: **Extrafine, Ultrafine, Blend, Cashmere & Co, Shetland Mood, Fancy Mood.**



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CAPITALE SOCIALE IV. € 43.120.000 - C.C.I.A.A. BIELLA 161066
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PARTITA IVA 01734930025


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

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THE TABLE OF ELEMENTS

pillars	XF	Cashwool® Iconica	Supergeelong Iconica	Traditional Wool Iconica	Neo Cashwool® Spectacularis	K-Wool Technica	Branchwool Aeterna	Holiday Aeterna	Cashwool® SWE Aequae	Branchwool SWE Aequae	Supergeelong MW Aequae	
	UF	Millennium Iconica	Casquette Iconica	Today Spectacularis	Neo Casquette Spectacularis	Re-Active Technica	Felix Technica	Marin Aeterna	Millennium SWE Aequae	Labrador Magisus	Absolut Magisus	
gourmet	BL	Nanchino Iconica	Savile Iconica	Diamante Spectacularis	Atelier Spectacularis	No Season Technica	Ambrosia Aeterna	Atena Soft Aeterna	Gold Magisus	Sirio Magisus		
	CC		Baba' Iconica	Millmere Spectacularis	K-Cashmere Technica	Vendome Technica	Gossyp Aeterna	Orchid Aeterna	Pash-Mir Aequae	Alashan MW Magisus	Alashan Magisus	Cashmere Magisus
arty writer	SH	Kent Iconica	New Geelong Iconica	Sherwood Iconica	Neo Kent Spectacularis	Fenils Spectacularis	Hunter Spectacularis	Leisure Spectacularis	Mo-Air Magisus	Alpafur Magisus		
	FY	Mousse Iconica	Y-ER Iconica	Vello Iconica	Musk Spectacularis	Pony Spectacularis	Mallow Spectacularis	Extrafine-Air Spectacularis	Hike Technica	Alpasoft Aeterna	Palladium Magisus	Kidfur Magisus

XF Extraline
UF Ultrafine
BL Blend
CC Cashmere & Co
SH Shetland Mood
FY Fancy Mood

 Iconica
 Spectacularis
 Technica
 Aeterna
 Aequae
 Magisus

WHAT'S NEW

- ICONICA-MUST HAVE:** yarns belonging to this family are those most representative of the brand and - more generally - of the essence of Zegna Baruffa Lane Borgosesia.
- SPECTACULARIS-PRECIOUS AND DARING:** an enriched declination of Iconica products. New yarns include **Neo Cashwool®, Neo Casquette, Millmere and Neo Kent**, all products with a minimum of 10% cashmere in addition to Merino wool.
- TECHNICA-H2DRY:** all the yarns made with the exclusive H2DRY treatment, the technological innovation launched in partnership with The Woolmark Company, created to have an offer of versatile products that convey breathability and comfort, wellbeing and practicality.
- AETERNA-SEASONLESS:** in this category are all yarns designed not to have a distinct seasonality, mainly with pure Merino wool and blends.
- AQUAE-MACHINE WASHABLE:** thanks to the addition of new machine-washable yarns, this product category assumes its own identity. Here we find three new yarns: **Supergeelong MW** (a great innovation, as it is a machine-washable 100% merino carded yarn), **Millennium SWE** and **Alashan MW**, a guaranteed machine-washable pure combed cashmere yarn.



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6. **MAGICUS-SOFT AND SHINY:** here the enchantment and métier of Zegna Baruffa Lane Borgosesia, takes the form of 11 irresistible yarns by composition, appearance and target. The novelty in this category is **Palladium**, a conspicuously buttoned yarn with a composition of 85% cashmere and 15% ultrafine merino wool.

SUSTAINABILITY ABOVE ALL

Zegna Baruffa Lane Borgosesia has also just published its seventh certified Sustainability Report (GRI Standards). A solid, constant and always ambitious commitment that involves the Company on different assets: Governance, Sustainable Innovation, Respect for People and Territory Enhancement, Eco-Friendly Industrial Activity, Traceable and Sustainable Sourcing.

The complete document is [available at this link](#).

www.baruffa.com

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#zegnabaruffa #laneborgosesia

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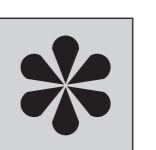
iconica



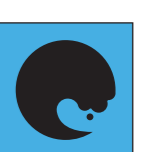
spectacularis



technica



aeterna



aquaе



magicus