

## **Anna Zegna**

Anna graduated in political sciences in Lausanne in 1980 and did post graduate studies in advertising and marketing at Watford College, Watford (London) in 1981.

Immediately applying her communication skills, she headed the public relations department of Gianni Versace from 1982 to 1984 and joined Ermenegildo Zegna Group in 1984 as head of corporate advertising and external relations manager.

In 1993, along with Laura Zegna, she developed the Oasi Zegna project, which has over the years become a model of environmental sustainability.

In 1998, she won a Green Globe Award for her work at Ermenegildo Zegna Group in support of environmental issues.

Since 1995, Anna has been Image Director of the Ermenegildo Zegna Group.

In 2000, year of its inception, she became also President of the Fondazione Zegna.

The Fondazione was set up by the Zegna Family to perpetuate the values stemming from the philosophy of the founder, Ermenegildo Zegna; moral commitment to improving the quality of life of individuals and communities, safeguarding the environment, promoting culture, developing people's potential and supporting medical and scientific research.

Since the beginning, the Fondazione Zegna, has continued its rigorous support of projects worldwide and in Italy, such as; The Oasi Zegna, an environmentally protected park covering 100km<sup>2</sup> in the picturesque mountainous region of Trivero; Oceana, to help monitor submarine ecosystem evolution parameters and protect the state of health of the sea; Care & Share, to improve the quality of people's lives within particularly disadvantaged Indian communities, through projects which encourage self-sufficiency and to provide education and care for poor Indian children, who are often orphaned or abandoned.; Zegna & Music , to foster youth education and training by providing opportunities for further studies and promote music and its values.

In 2007, in recognition of her social commitment, Anna received a "Marco Polo" Award from the prestigious Babson College in Boston.