





Pal Zileri SS26 – *Portrait of a Man*

“Il nuovo volto del Power Casual contemporaneo”

Con la collezione **Spring/Summer 2026**, Pal Zileri presenta “*Portrait of a Man*”, la nuova campagna pubblicitaria che segna un’evoluzione profonda dell’identità del Brand. Un racconto visivo e stilistico che interpreta la mascolinità contemporanea attraverso il concetto di ***Power Casual***, fondendo l’eccellenza sartoriale italiana con una nuova idea di disinvoltura e libertà.

La collezione celebra l’***Italian Casual*** come linguaggio autentico e moderno, capace di esprimere la naturalezza di un’eleganza quotidiana. Anche l’abito formale viene raccontato attraverso questo nuovo registro espressivo diventando più fluido e rilassato, mantenendo intatta la sua eleganza, ma liberandosi da ogni rigidità.

“*Portrait of a Man*” è una riflessione sull’uomo di oggi e sulle sue molteplici identità. Attraverso quattro volti, la campagna racconta diverse sfumature dello stile Pal Zileri: un’eleganza consapevole, mai ostentata, che si adatta ai ritmi e ai desideri di una vita autentica.

Gli scatti della campagna, realizzati in ambienti luminosi ed essenziali, creano un dialogo visivo tra due dimensioni: il bianco e nero dei ritratti e il colore dei capi indossati. Un contrasto che diventa linguaggio, capace di raccontare la complessità dell’uomo contemporaneo dove il bianco e nero rappresenta l’essenza, l’interiorità, il carattere, mentre il colore è azione, movimento, vita quotidiana, è il mondo reale in cui quell’uomo si esprime attraverso i capi che indossa e che diventano estensione della sua personalità.

Dalla loro giustapposizione nasce la vera narrazione di “*Portrait of a Man*”: il racconto dell’uomo Pal Zileri come sintesi tra interiorità e stile, tra ciò che si è e ciò che si sceglie di mostrare.

Con “*Portrait of a Man*”, Pal Zileri ridefinisce il concetto stesso di eleganza maschile, trasformandolo in un ritratto di autenticità. Power Casual non è solo un modo di vestire, ma un modo di essere: potente nella semplicità, deciso nella libertà, profondamente italiano nella sua essenza.

Pal Zileri SS26 – *Portrait of a Man*

“The new face of contemporary Power Casual”

With the **Spring/Summer 2026 collection**, Pal Zileri presents “*Portrait of a Man*”, the new advertising campaign that marks a profound evolution in the Brand’s identity. A visual and stylistic narrative that interprets contemporary masculinity through the concept of ***Power Casual***, blending Italian sartorial excellence with a new idea of ease and freedom.

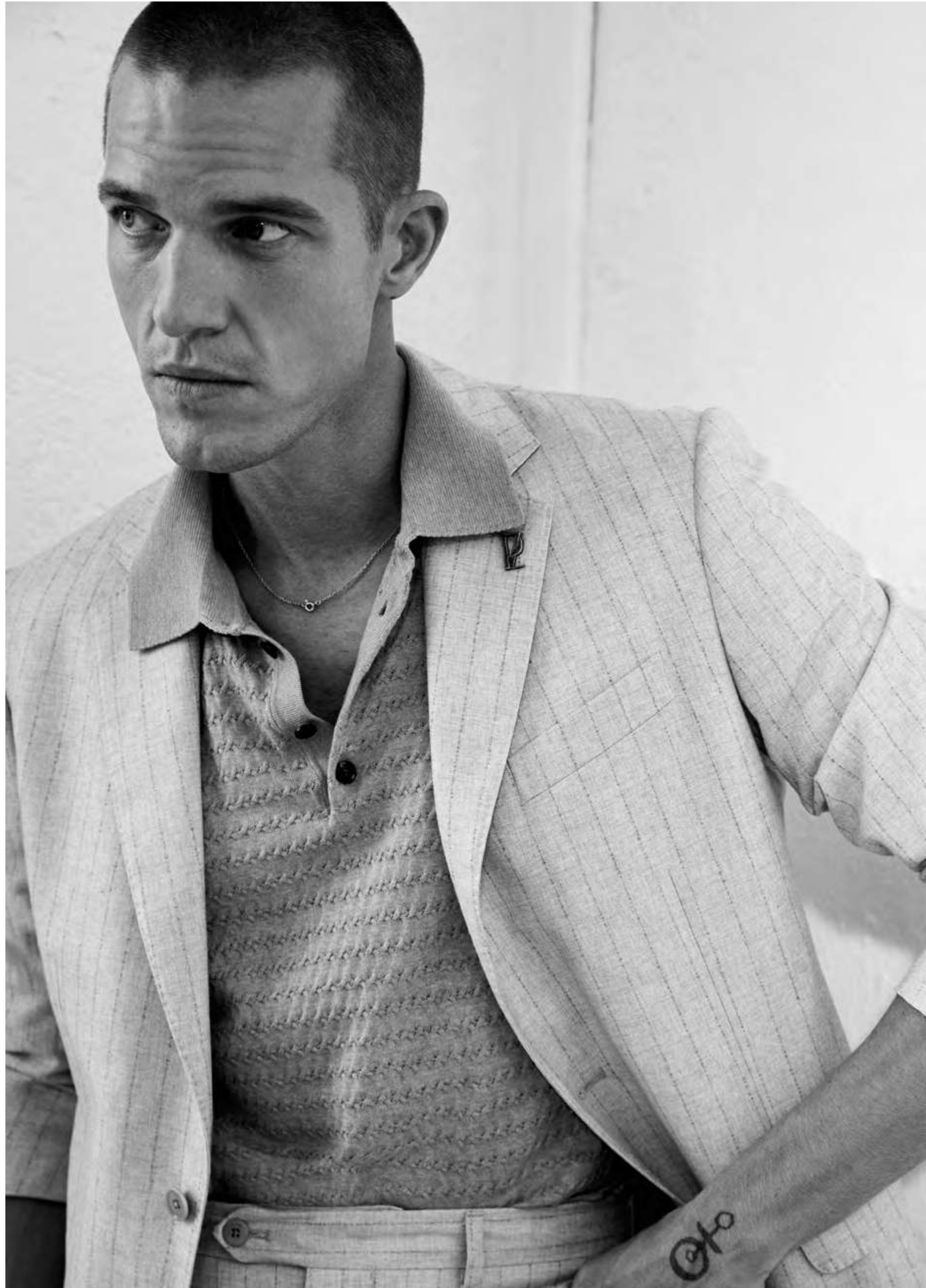
The collection celebrates ***Italian Casual*** as an authentic and modern language, capable of expressing the naturalness of everyday elegance. Even formal tailoring is reinterpreted through this new expressive register, becoming more fluid and relaxed while preserving its elegance and freeing itself from all rigidity.

“*Portrait of a Man*” is a reflection on today’s man and his multiple identities. Through four faces, the campaign tells different nuances of Pal Zileri style: a conscious elegance, never ostentatious, that adapts to the rhythms and desires of an authentic life.

The campaign images, shot in bright and essential settings, create a visual dialogue between two dimensions: the black and white of the portraits and the color of the garments worn. A contrast that becomes a language, capable of expressing the complexity of contemporary man—where black and white represent essence, interiority, character, while color is action, movement, everyday life; it is the real world in which that man expresses himself through the clothes he wears, which become an extension of his personality.

From their juxtaposition emerges the true narrative of “*Portrait of a Man*”: the story of the Pal Zileri man as a synthesis of interiority and style, of who he is and what he chooses to show.

With “*Portrait of a Man*”, Pal Zileri redefines the very concept of masculine elegance, transforming it into a portrait of authenticity. Power Casual is not just a way of dressing, but a way of being: powerful in its simplicity, decisive in its freedom, profoundly Italian in its essence.

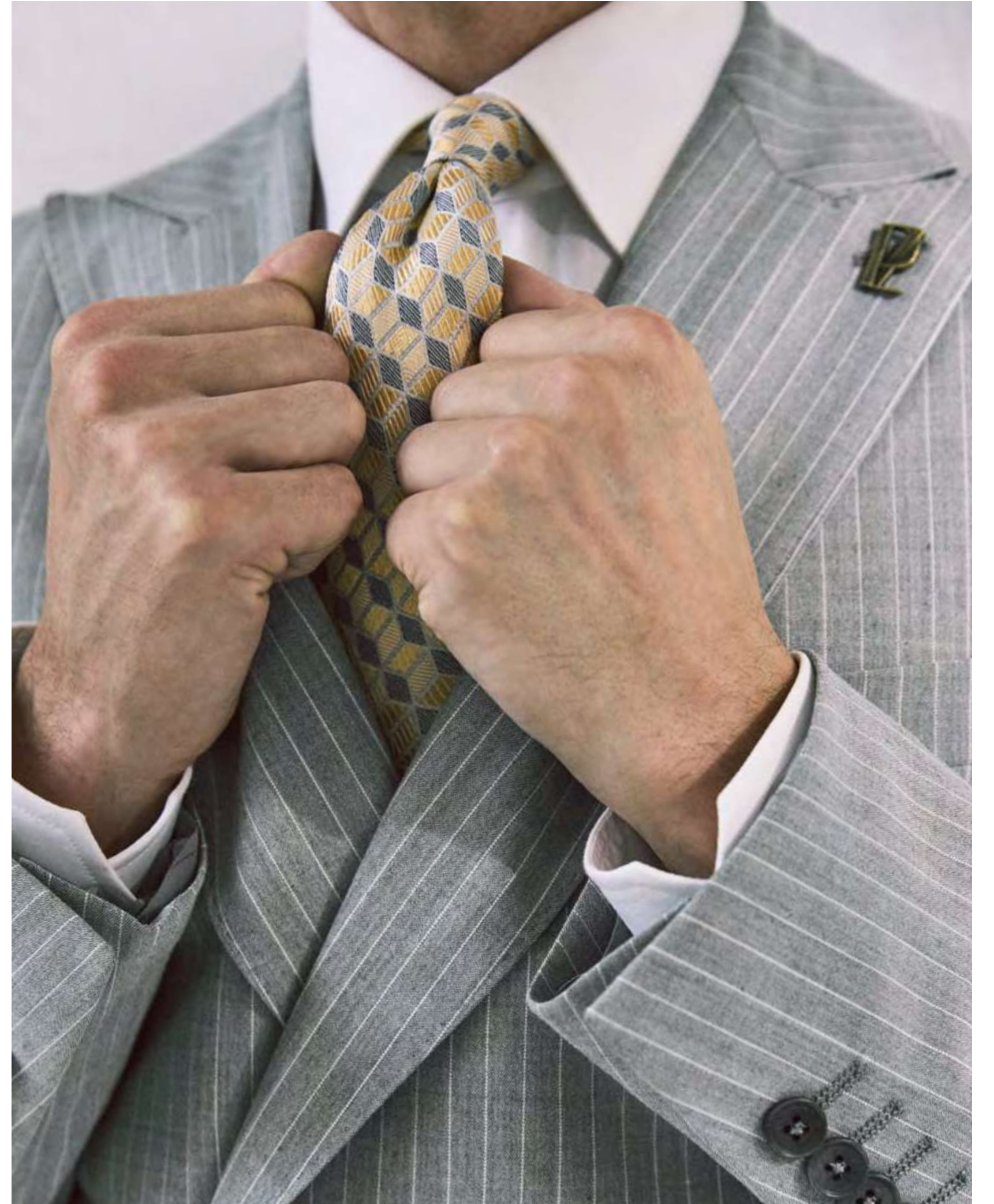




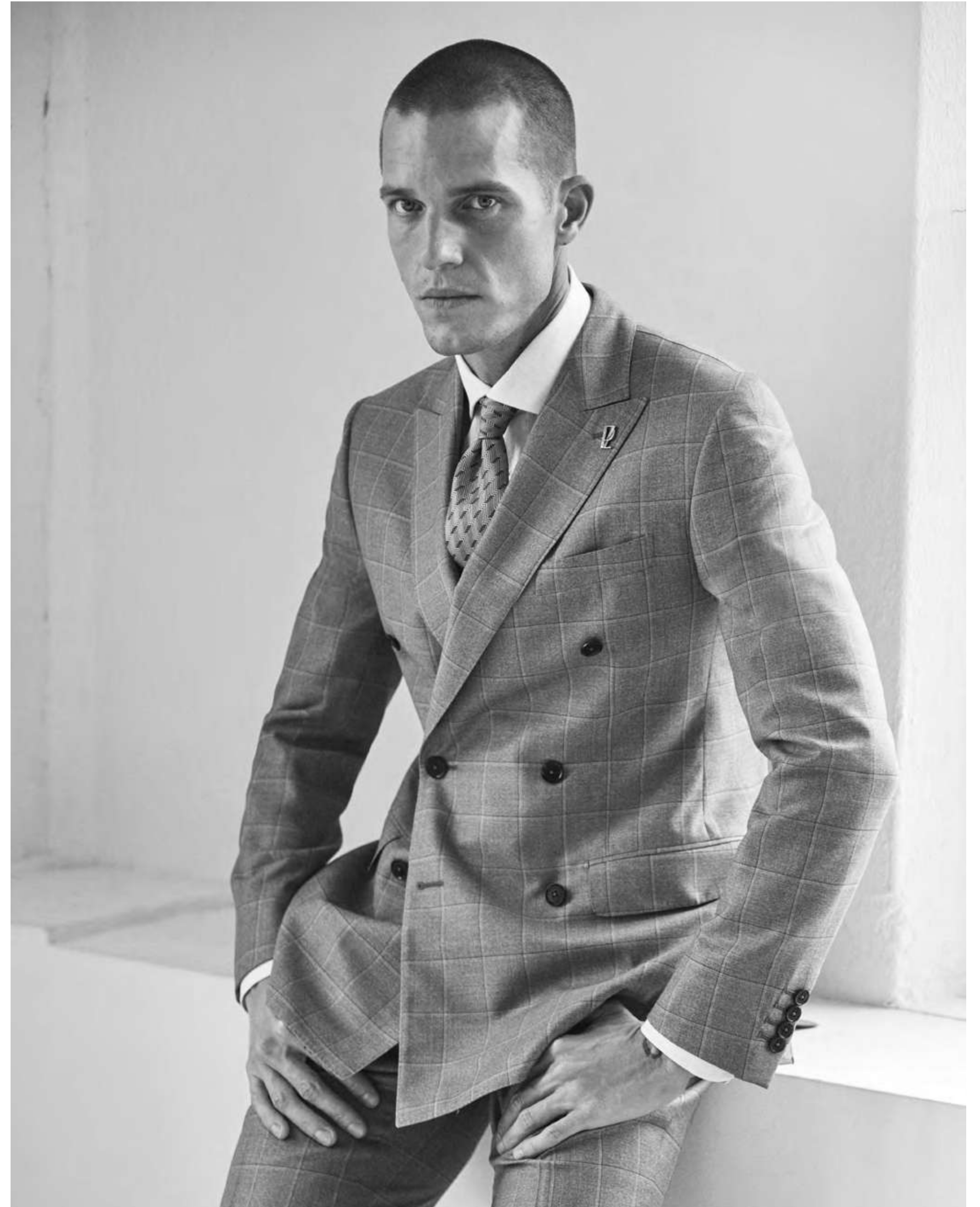








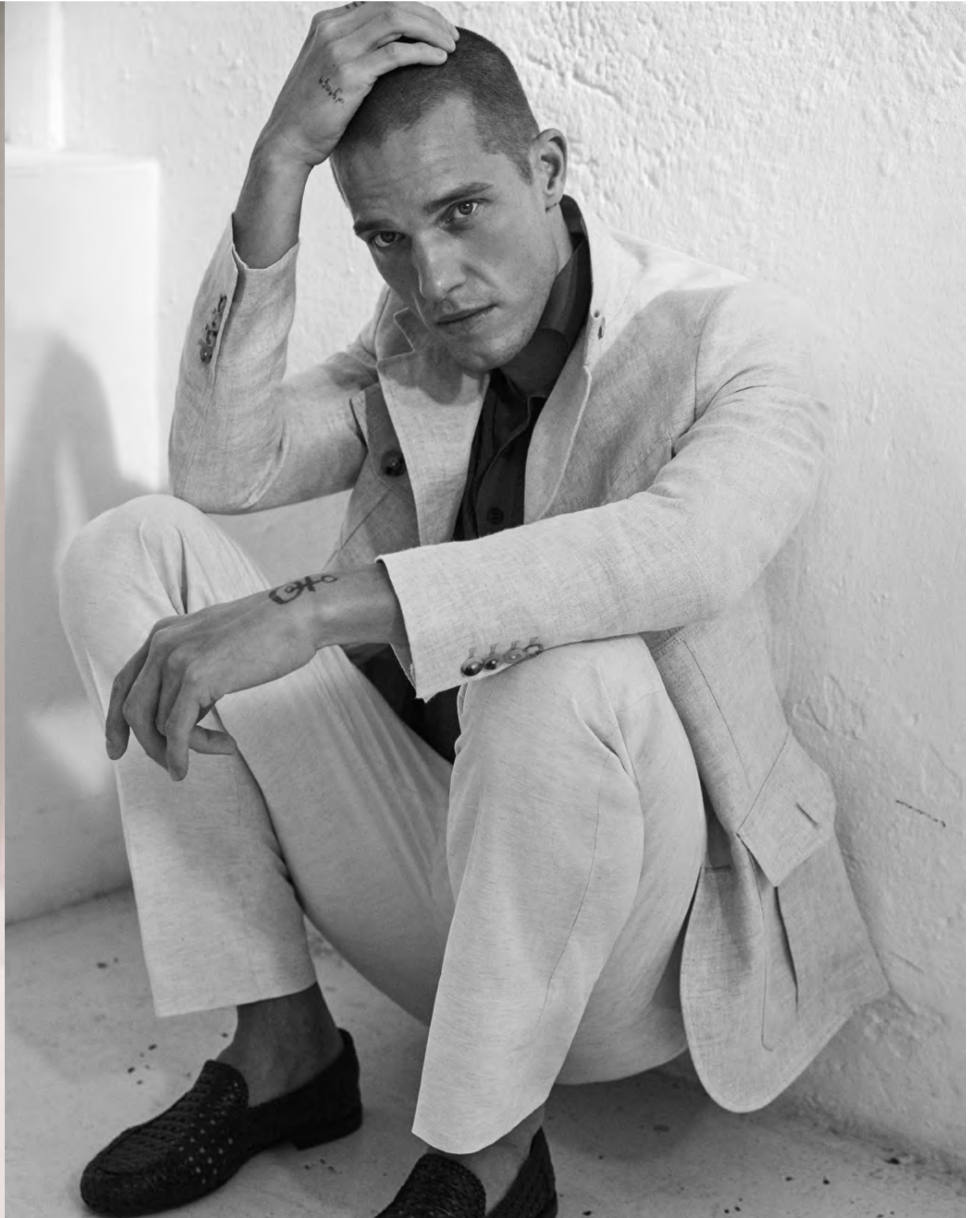


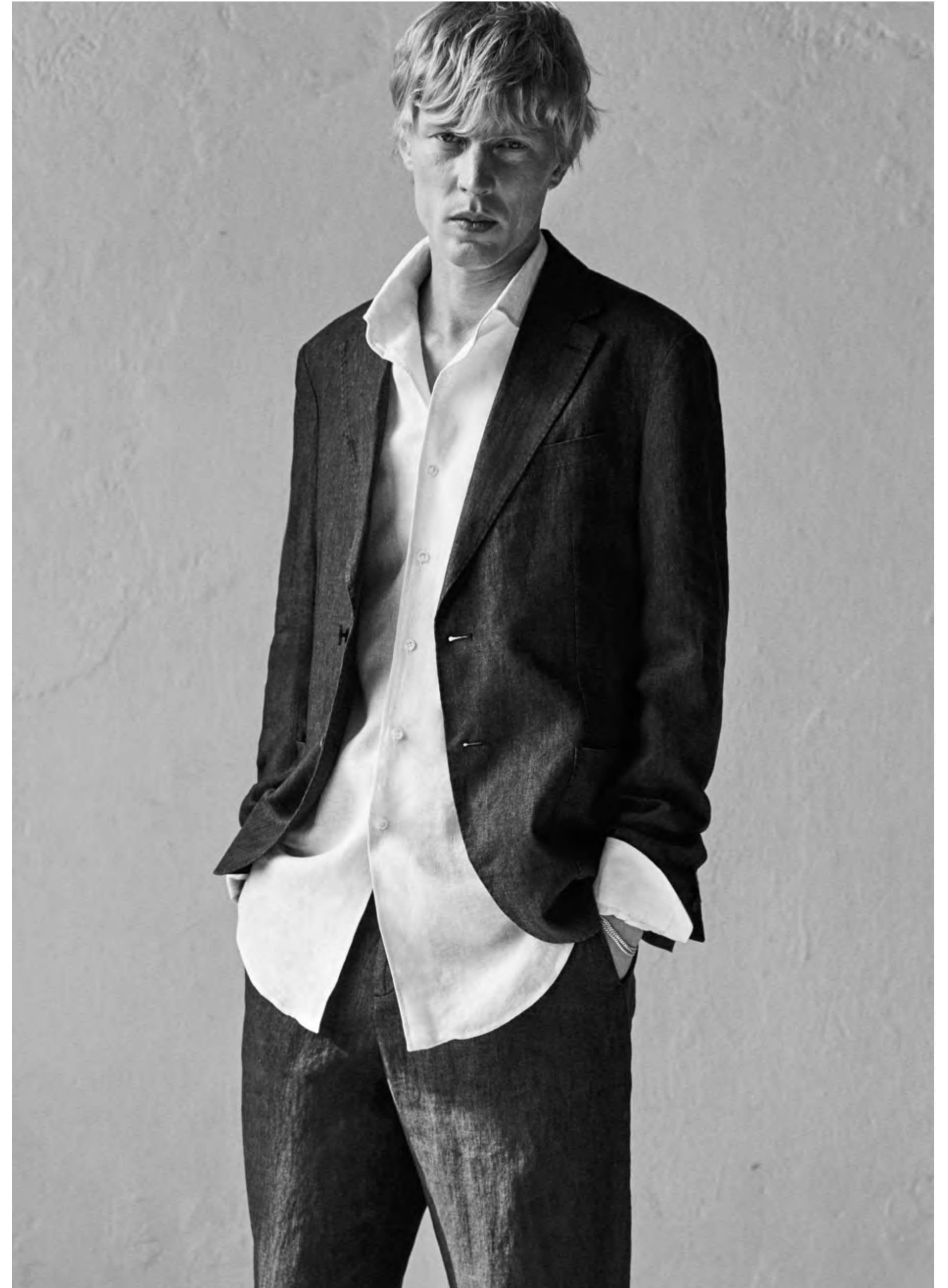


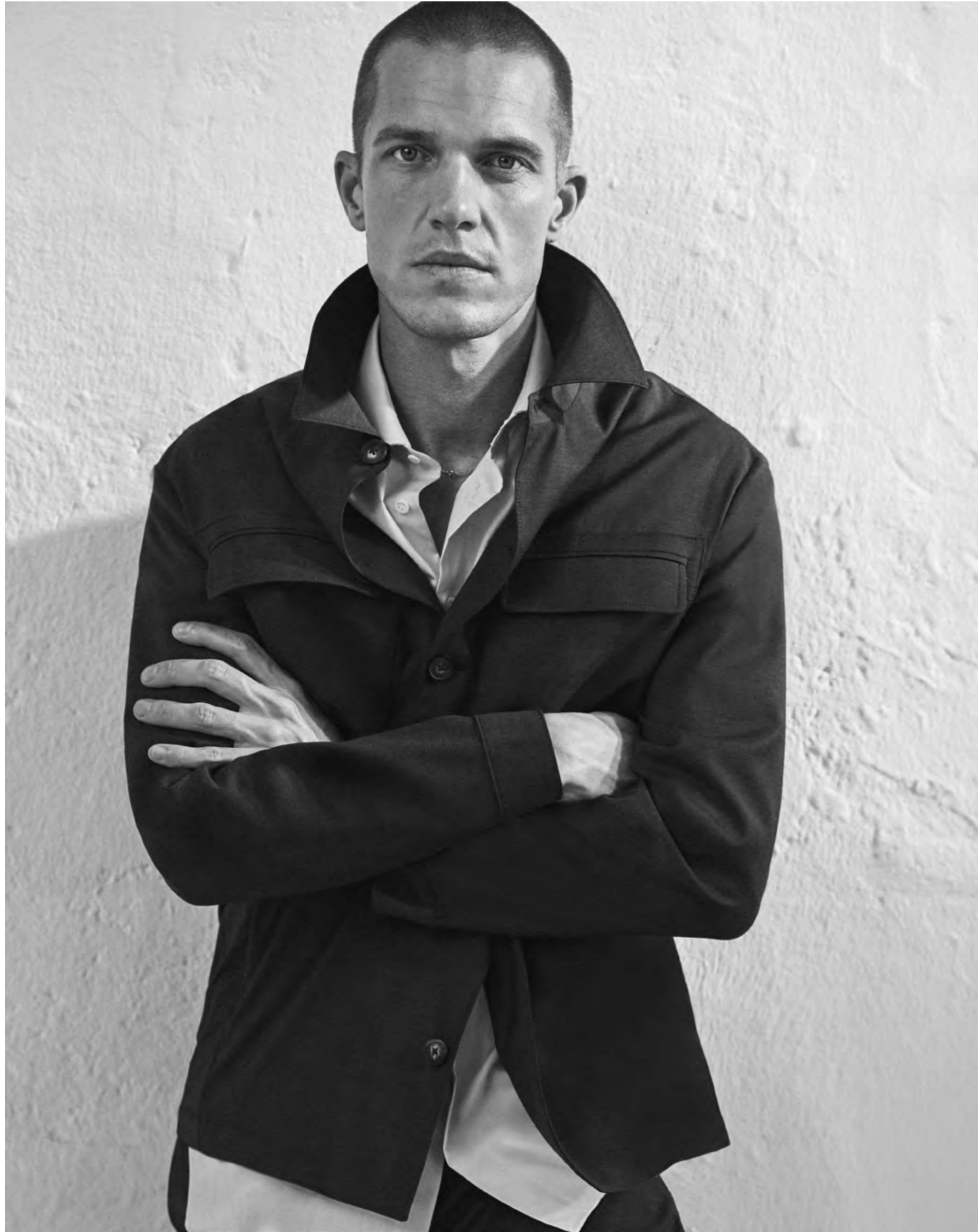




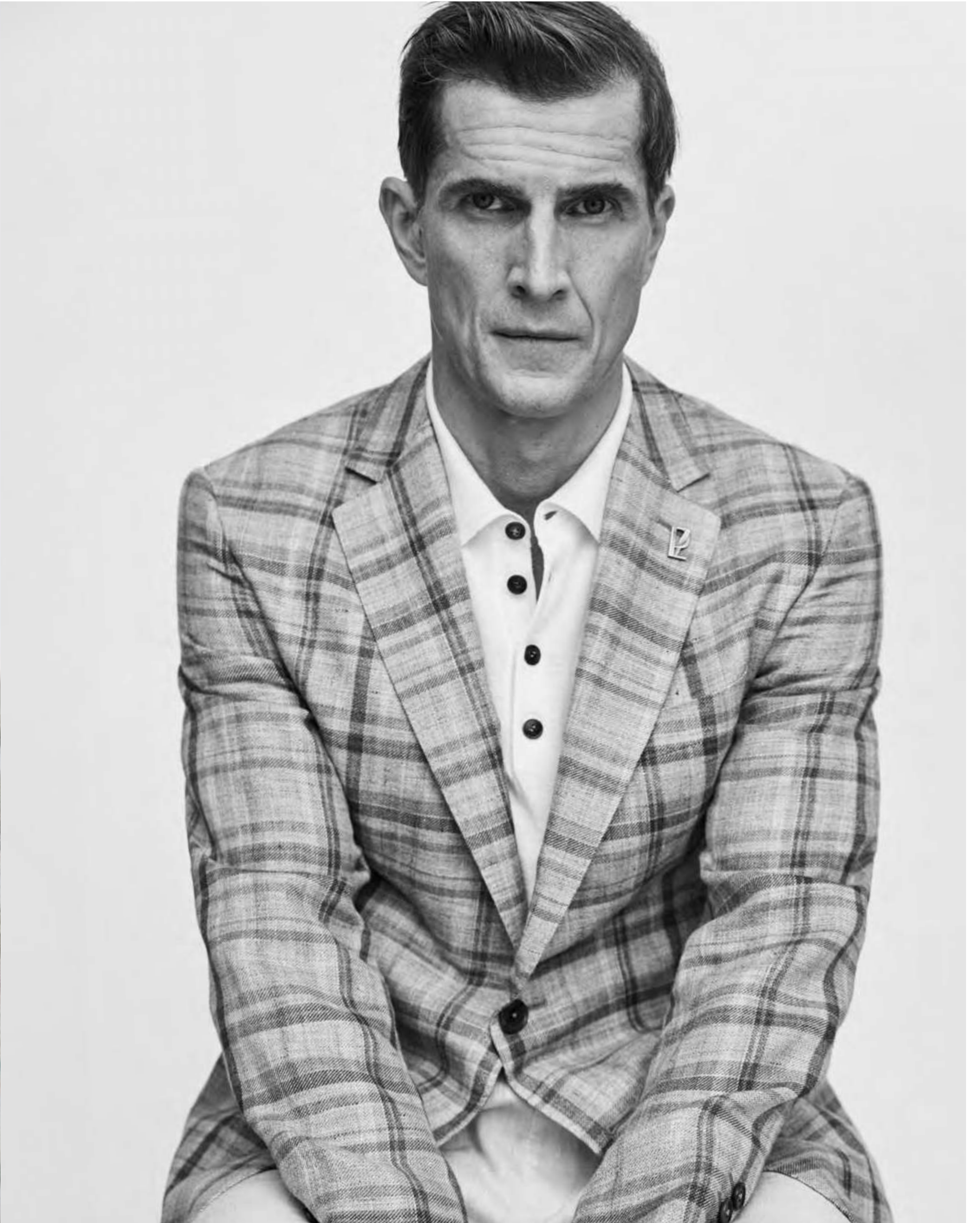




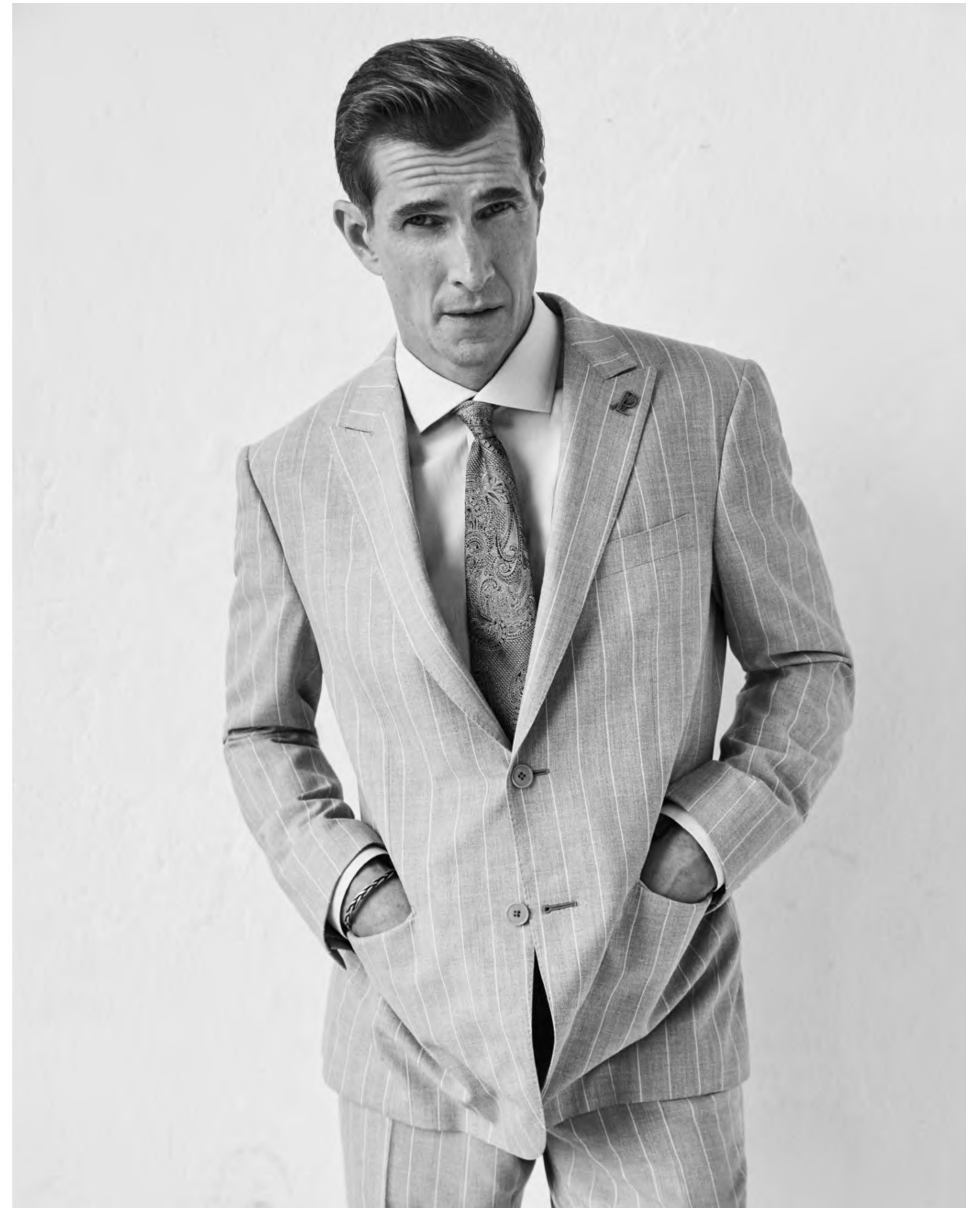


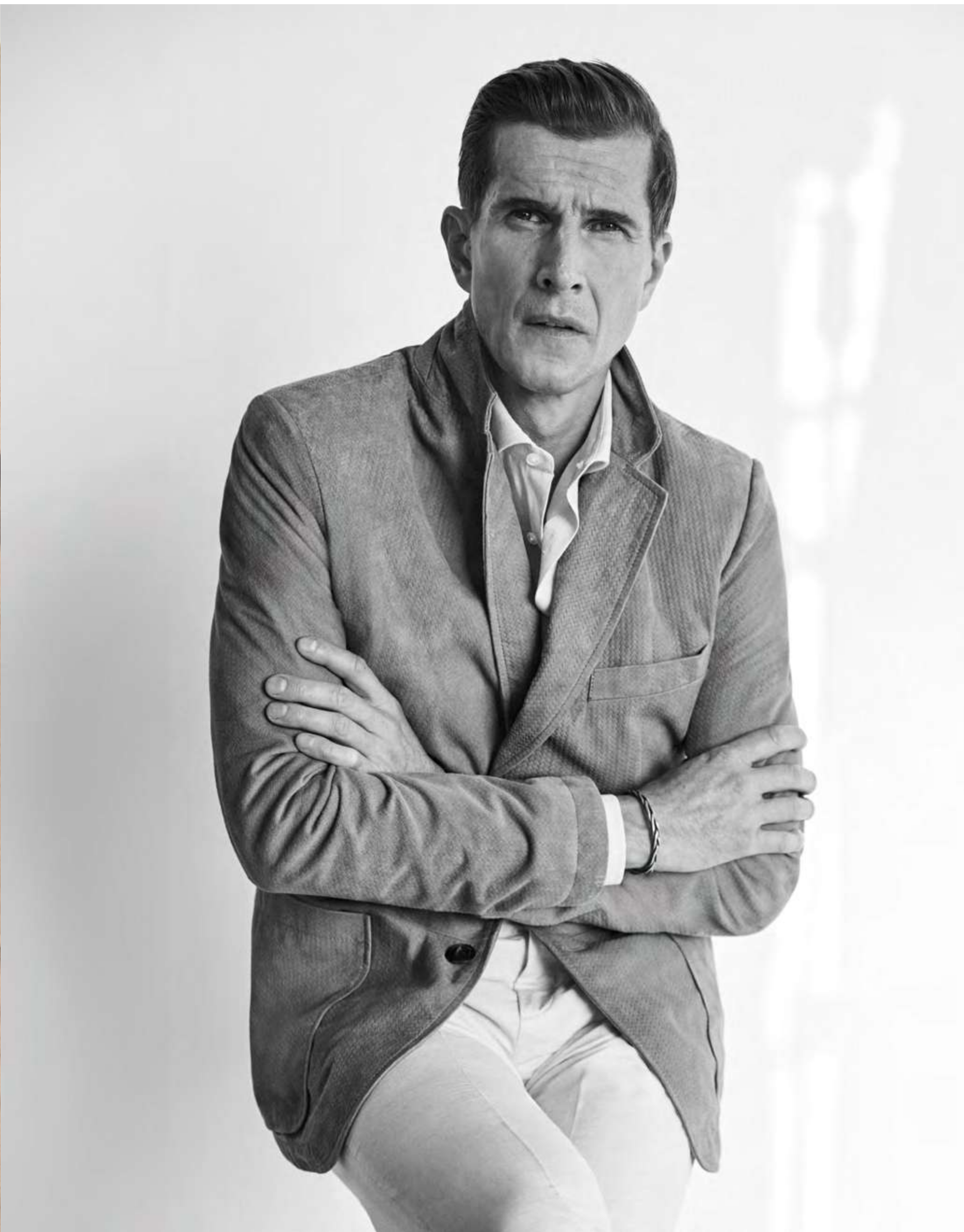




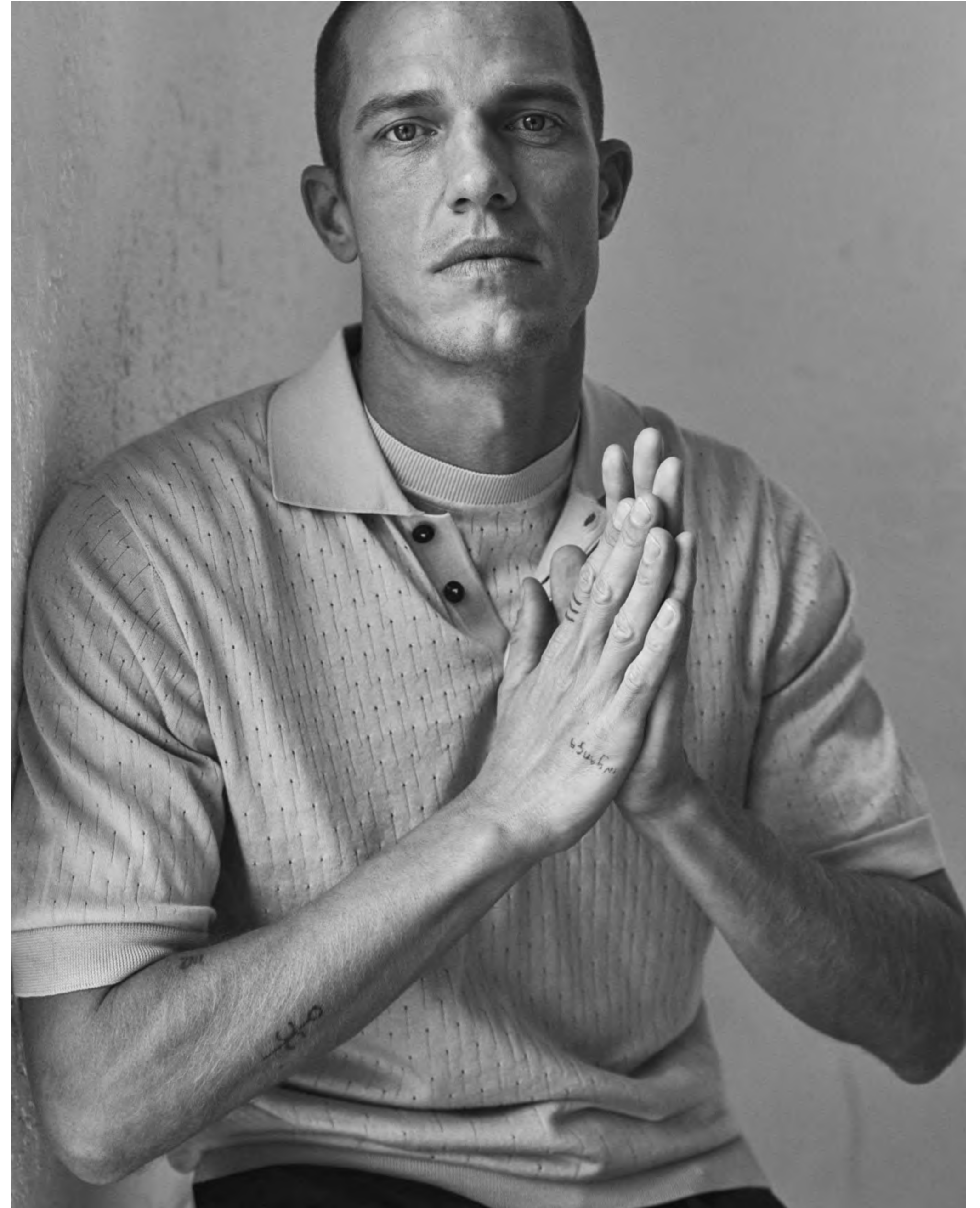




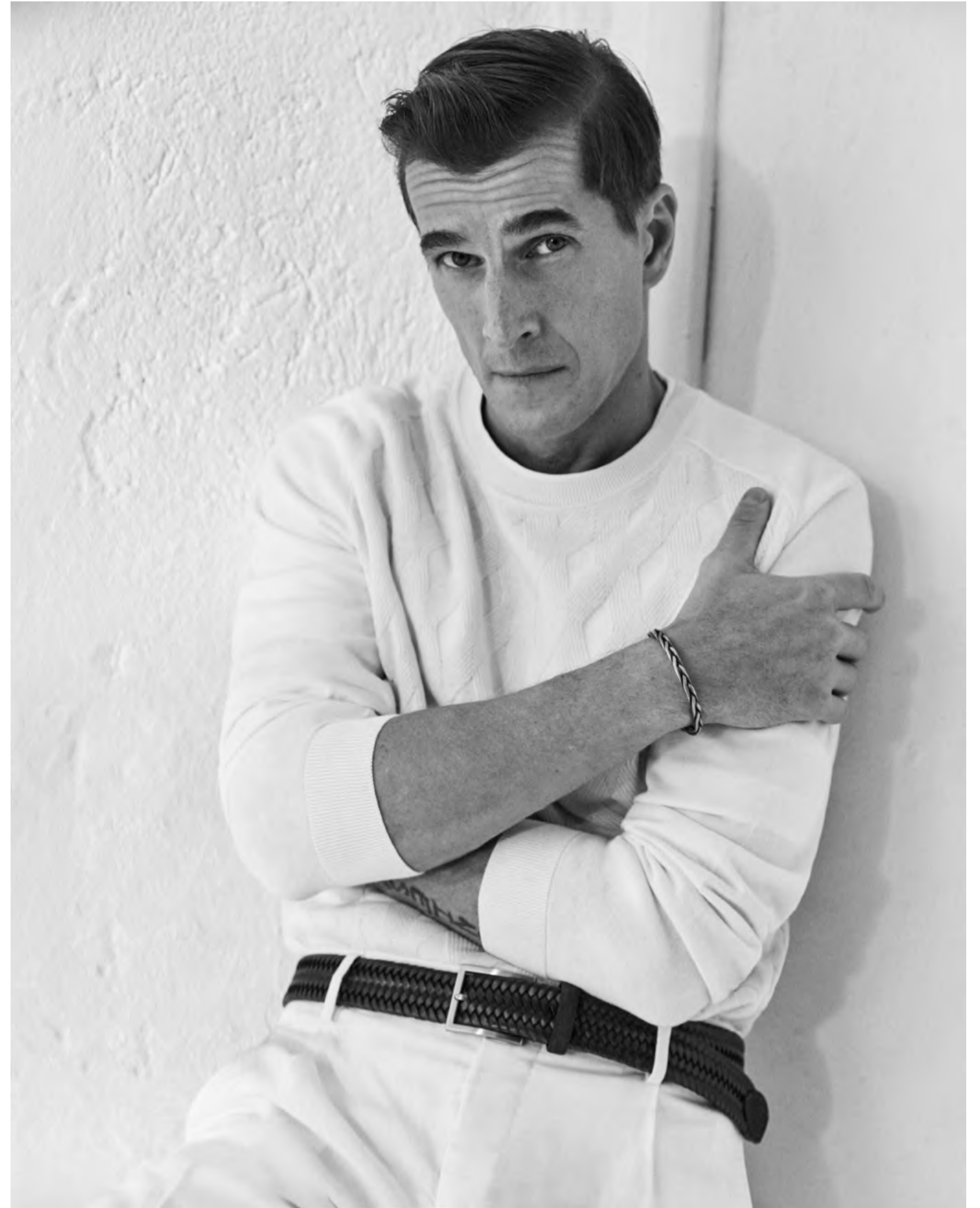






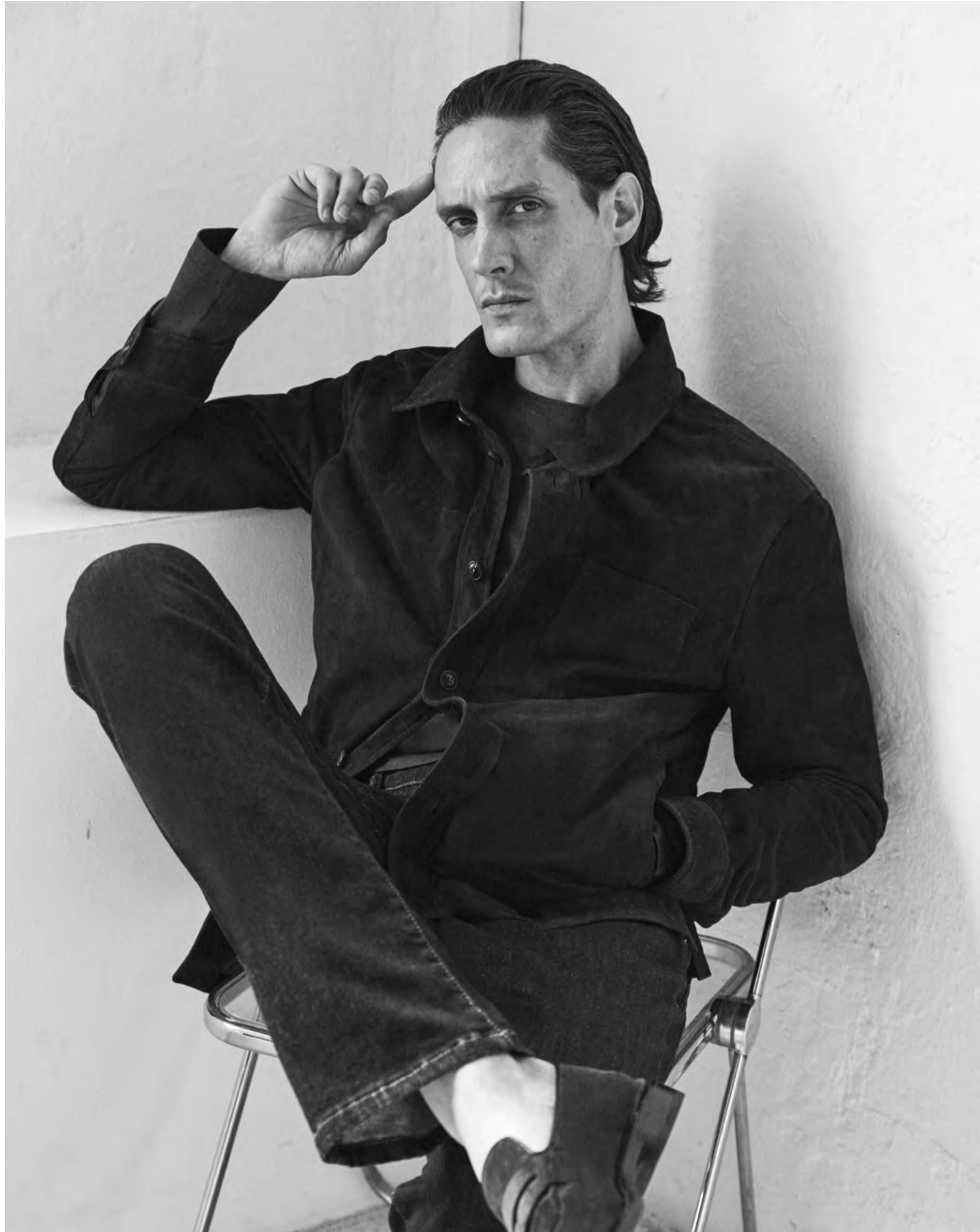














2/3  
**SUIT** 9C33CZ22Z2--SA560  
**KNITTED POLO** 9C3M0U552M--SM707

4/5  
**SUEDE OUTERWEAR** 9C36PJ226---SL281  
**OVERSHIRT** 9C36SH653E--SSG998  
**TROUSERS** 9C31NH237E--SP998

6/7  
**BLAZER** 9C32MZ2X-2--SG859  
**KNITWEAR** 9C3M0U550I--SM753  
**TROUSERS** 9C31NH237E--SP998

8  
**ACTIVE SUIT** 9CP330R8A2--SA516  
**SHIRT** 9C370G71JE--SS255

9  
**BLAZER** 9C32MZ2X-2--SG954  
**KNITTED POLO** 9C3M0U303---SM721  
**TROUSERS** 9C31NH443E--SSP985

10/11  
**OUTERWEAR** 9C36STI41---S0200  
**KNITTED POLO** 9C3M0U303---SM721  
**T-SHIRT** 9C3MJV550---SJ760  
**TROUSERS** 9C31NH443E--SSP985

12/13  
**SUIT** 9CP39069E2--SA531  
**SHIRT** 9C370G45----SS211  
**TIE** 9C300V10----ST845

14/15  
**LINEN SUIT** 9CP39069E2--SSA531  
**T-SHIRT** 9C3MJV550I--SJ770

16/17  
**SUIT** 9C33CZ62K2--SA645  
**LINEN SHIRT** 9C370G11----SS243  
**TIE** 9C300V10----ST852

18/19  
**SUIT** 9C324422-2--SG142  
**KNITTED POLO** 9C3M0U303--SM721

20/21  
**OVERSHIRT** 9C36SH653E--SG998  
**TROUSERS** 9C31NH237E--SP998  
**KNITTED POLO** 9C3M0U303--SM721

22  
**SAHARIANA OUTERWEAR** 9C36SH545E--SG987  
**POLO SHIRT** 9C3M0U303---SM724  
**TROUSERS** 9C31NH237E--SP987

23  
**SAHARIANA OUTERWEAR** 9C36SA105---S0202  
**T-SHIRT** 9C3MJK550---SJ720  
**TROUSERS** 9C3110--F---SP012

24/25  
**SAHARIANA OUTERWEAR** 9C32443H-2--SG178  
**KNITTED POLO** 9C3M0M328--SM730  
**TROUSERS** 9C31NW405I--SP253

26/27  
**OVERSIZE LINEN BLAZER** 9C32SH522E--SG992  
**SHIRT** 9C370G88----SS278  
**RELAXED FIT TROUSERS** 9C31NH443E--SP992

28/29  
**OVERSHIRT** 9C36SH653E--SG984  
**SHIRT** 9C370G45----SS705  
**TROUSERS** 9C31NH237E--SP984

SHOWROOM

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30/31  
**BLAZER** 9C324423-2--SG938  
**KNITTED POLO** 9C3M0U303--SM721  
**TROUSERS** 9C3110--F---SP012

32/33  
**BLAZER** 9C32MZ2X-2--SG940  
**KNITTED POLO** 9C3M0U303---SM721  
**TROUSERS** 9C31NW405---SP249

34/35  
**BLAZER** 9C324423-2--SSG854  
**KNITTED POLO** 9C3M0U303---SM721  
**T-SHIRT** 9C3MJV550---SJ768  
**TROUSERS** 9C3110--F---SP126

36/37  
**SUIT** 9C33CZ92Z2--SA646  
**SHIRT** 9C370G11----SS227  
**TIE** 9C300V10----ST856

38/39  
**SUEDE BLAZER** 9C32PP224---SL280  
**SHIRT** 9C370G94----SS227  
**TROUSERS** 9C31NW400I--SP253

40/41  
**EMBROIDERED SHIRT** 9C370G88----SS242  
**TROUSERS** 9C31NH446E--SP997

42/43  
**KNITTED T-SHIRT** 9C3M0G554---SM760  
**KNITTED POLO** 9C3M0G556---SM760  
**TROUSERS** 9C31NW451---I9030

44-45  
**KNITWEAR** 9C3M0F563---SM772  
**TROUSERS** 9C3130--F---SP130

46/47  
**KNITWEAR** 9C3M0U300---SM704  
**TROUSERS** 9C31NW451T--SP248  
**T-SHIRT** 9C3MJV550---SJ795

48/49  
**SHIRT LIGHTWEIGHT BLAZER** 9C32SA147---S0216  
**POLO SHIRT** 9C3M0U552---SM700  
**TROUSERS** 9C31NW252T--SP260

50/51  
**CARCOAT** 9C36SA143---S0201  
**SHIRT** 9C370G11----SS218  
**TROUSERS** 9C3110--F---SP012  
**TIE** 9CJ00V1L----ST372

52/53  
**SUEDE OUTERWEAR** 9C36PJ227---SL282  
**DENIM** 9C31DM510---SP276  
**T-SHIRT** 9C3MJ8542E--SJ775  
**DENIM** 9C31DM510---SP276

54/55  
**LEATHER BIKER** 9C36PR233---SL289  
**SHIRT** 9C370G45D---SS705  
**TROUSERS** 9C3130--K---SP107  
**TIE** 9CJ00V1L----ST260

INSIDE BACK COVER / BACK COVER  
**TUXEDO** 033XB01F2--I9096  
**SHIRT** 9CJ70G465---SS806

PALZILERI.COM

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ART DIRECTION

MaCRo Solutions

STYLIST

Carlo Ortenzi



