

COMMERCE

Alessandro Sartori returns to Zegna as artistic director

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Alessandro Sartori portrait by Milan Vukmirovic

By STAFF REPORTS

Italian menswear label Ermenegildo Zegna has selected Alessandro Sartori as its new creative director.

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Earlier this week, rumors were confirmed that Stefano Pilati would be ending his three-year tenure at the house, as he feels that his goals for Zegna have come to fruition ([see story](#)). The week had been tough for the menswear industry, as three head designers, including Mr. Sartori himself, stepped down within days of each other, further signaling internal sector issues.

Round two

Zegna announced that Mr. Sartori has been selected as artistic director just two days after Mr. Pilati's decision to exit was made public. Mr. Sartori's responsibilities will extend across all lines and creative function for the house, considered to be the largest luxury menswear brand in the world.

Mr. Sartori is familiar with the Zegna brand and its codes as he previously spent eight years as the creative behind the house's diffusion line Z Zegna from 2003 to 2011. After his stint at Z Zegna, Mr. Sartori headed to Berluti, where he established the footwear label's ready-to-wear collection from the ground up.

During his time at LVMH-owned Berluti, the brand's business grew from \$33 million in 2011 to \$111 million, per Business of Fashion. Mr. Sartori stepped down from Berluti on Monday ([see story](#)).

Mr. Sartori will begin at Zegna in June 2016 and will report to Gildo Zegna, the group's CEO. Mr. Sartori's first full season at Zegna will be the fall/winter 2016 collection, to be shown in Milan next January.

"I've known Alessandro and his style for many years and I am extremely excited to welcome him back to our group," said Mr. Zegna in a statement. "His talent, creative, passion and modernity make him the perfect fit to help us take Zegna to the next phase of its development."