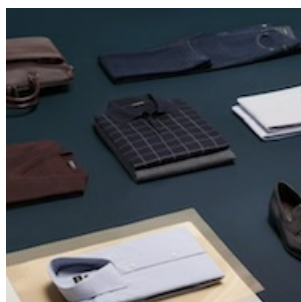


APPAREL AND ACCESSORIES

## Zegna propels online selling via Mr Porter partnership

July 26, 2016



*Image courtesy of Zegna*

By STAFF REPORTS

Italy's Ermenegildo Zegna is sharing its menswear know-how with the discerning shoppers of online retailer Mr Porter.

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Zegna has named Mr Porter, the brother site of Net-A-Porter, as its exclusive pure play online retail partner for this season. A number of luxury brands that have shied away from ecommerce have partnered with Yoox Net-A-Porter Group, which includes Mr Porter, as official online retail partners, or used the group's backend platform to power their digital points of sale.

Made in Italy to sell online

Currently, Zegna sells its menswear through authorized department stores such as Saks Fifth Avenue and Bergdorf Goodman, online and in-stores. The brand also sells apparel and accessories through its own boutiques and ecommerce site.

Through Zegna's new partnership with Mr Porter, the online retailer will become the brand's pure-play global seller.



*Product page for Zegna on Mr Porter's Web site*

With Mr Porter's assistance, Zegna will be able to reach consumers who live outside the radius of its own boutiques and third party retail partners, both online and in department stores. While Zegna's ecommerce site ships to about 50 countries, Mr Porter serves more than 170 nations.

For this season, Mr Porter will carry more than 80 Zegna pieces. This will give Mr Porter consumers additional access to Zegna's wares compared to traditional retailers who often sell only a small edit of a collection.

Mr Porter will carry Zegna clothing, including formal and casual wear, shoes and accessories.



*A Zegna suit available for purchase on Mr Porter*

Similarly, Italian fashion house Prada has partnered with Yoox Net-A-Porter for strategic ecommerce. Through its Net-A-Porter partnership, Prada sells "standout" pieces from its current collection, after only selling leather goods, footwear and small accessories such as wallets, eyewear, jewelry and its fragrances on its own ecommerce platform.

The collection went on sale on July 15 and included women's pre-fall and fall 2016 runway pieces in addition to a selection of handbags, footwear and small leather goods. Mr Porter will begin selling Prada Sept. 6 with items including suits, sportswear, shoes and accessories ([see story](#)).