

ADVERTISING

Zegna sets sights high in Estée Lauder partnership

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By RACHEL LAMB

Estée Lauder Cos. inked an exclusive fragrance agreement with Ermenegildo Zegna Group, opening up yet another lucrative channel for the storied Italian brand.

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The license provides Estée Lauder with rights to market fragrances as well as develop new product lines. The agreement will go live July 21.

“We are excited about adding Zegna to our stable of partnerships,” said Veronique Gabai-Pinsky, global president of Aramis & Designer Fragrances at Estée Lauder Cos., New York. “Our strategy has been to shape our business model to improve profit margins and to deliver sustainable growth by increasing ELC’s overall presence in Europe, North America, emerging markets, high end and the men’s market.

“Zegna meets all of these objectives and gives legitimacy in the men’s business,” she said.

The Zegna brand specializes in men’s apparel, accessories and leather goods.

When ya Zegna

Estée Lauder will be able to help Zegna fragrances expand the reach and breadth, as well as introduce new grooming products.

Zegna currently employs a print, social media and out-of-home marketing strategy for its entire line of products.

In fact, Zegna held a live-streaming fashion show on its Facebook page earlier this year, where consumers could watch the show and take pictures to send into the brand ([see story](#)). The brand has yet to move into the mobile arena with neither mobile application nor optimized site.

However, Zegna is confident that it can build its fragrance business into one of the most successful men's grooming lines in global luxury beauty all around the world, according to the brand.

Zegna's main goal is to showcase itself as a lifestyle brand, and to be able to satisfy the consumer's desires with a complete range of men's products.

The brand especially hopes to reach consumers in emerging markets, with a focus on retail locations.

As the agreement does not start until later this year, specific marketing strategies were not able to be shared at this time.

Scent of success

Zegna's fragrance license addition to Estée Lauder may not only help the brand grow, but gain presence in the luxury market.

Estée Lauder owns and distributes other luxury brands' fragrance and cosmetics products such as La Mer, Donna Karan, Michael Kors, Jo Malone and Tom Ford.

Some luxury brands are independent when it comes to marketing their fragrances and cosmetics, but there are many others who feel safer under a corporate umbrella.

For example, cosmetics and fragrance powerhouse L'Oreal owns the rights to distribute and market Ralph Lauren, YSL Beauté, Giorgio Armani and Kiehls.

Brands that are trying to gain presence in a market where they are not too familiar may find it is best to go to a conglomerate that is an expert at a certain type of marketing.

"We look forward to working on the Zegna brand," Ms. Gabai-Pinsky said. "By applying ELC's skills in execution, product development and marketing, we have the means to build the Zegna fragrance business into one of the most successful men's grooming lines in global luxury beauty."

Final Take

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