

APPAREL AND ACCESSORIES

Zegna works with Harry Rosen for new Canadian stores

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Most of luxury's growth has been driven by geographic expansion. Image credit: Ermenegildo Zegna

By STAFF REPORTS

Italian menswear label Ermenegildo Zegna is working to open a new flagship in Toronto, operated by retailer Harry Rosen.

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The two companies have entered into a long-term agreement in which Harry Rosen will operate new flagship stores under the Zegna name. As part of the partnership, a 3,000-square-foot store on Bloor Street West will open in August of this year.

"My father was the first retailer to introduce Ermenegildo Zegna to North America in the early 1970s," said Larry Rosen, CEO of Harry Rosen Inc., in a statement. "He recognized the inherent quality and craftsmanship that the Zegna family offered. Our families have been in business ever since.

"We're so honored that the world's most prestigious menswear brand has the confidence in our organization to execute their vision for global retail in Canada on their behalf," he said.

Zegna stores

Architect Peter Marino will be designing two stores in Toronto and Vancouver for Zegna.

The store in Vancouver is a current Zegna location, operated by Harry Rosen, but will see a complete overhaul design. Located in Pacific Centre, the store will reopen in the fall of 2018.



Zegna Bespoke Atelier interior; Image credit: Zegna

"Our collaboration with Harry Rosen began almost 50 years ago, and it is a matter of great pride to continue in such a worthwhile way a relationship that was first endorsed by the previous generation," said Gildo Zegna, CEO of Ermenegildo Zegna Group, in a statement.

"Our new shops in Canada reflect the most modern thinking in terms of retail store design and I am delighted that the team at Harry Rosen has demonstrated a thorough understanding of our brand and our culture," he said. "They continue to be the ideal partners to help us expand our presence in Canada."

Zegna is celebrating 50 years of ready-to-wear fashion with an exhibition about the collection's origins.

Titled "Uomini All'Italiana 1968," the exhibit will be held at the historic Casa Zegna in Trivero. The exhibition gives visitors a behind-the-scenes look at the evolution of Zegna's ready-to-wear looks throughout the decades ([see more](#)).

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