

APPAREL AND ACCESSORIES

Zegna debuts capsule collection for a global audience

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Zegna's new XXX collection. Image credit: Zegna

By STAFF REPORTS

Italian house Ermenegildo Zegna is expanding its online offerings with a partnership beginning in the United States for a capsule collection.

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Online retailer Farfetch will now be including Zegna fashion in its ecommerce platform. The fashion house's Ermenegildo Zegna XXX US Capsule Collection is available on Farfetch's Web site starting Nov. 5.

Capsule collection

This will be the retail debut of Zegna's new capsule collection and will be supported with events throughout Seoul, Shanghai and Miami.

The capsule is meant to cater to a global audience and celebrates the diversity of the brand's followers.

Named XXX, it is a nod to the three classic tailoring stitches in a suit's lapel.

"Ermenegildo Zegna XXX, or XXX, whose universal style merges luxury and streetwear, delivers a modern wardrobe that matches the versatility of contemporary living," said the brand in a statement. "Now, in a new twist to elite fashion, Ermenegildo Zegna artistic director, Alessandro Sartori, has crafted an unconventional uniform for the modern XXX tribe, those who embrace everyday couture in their dynamic lives.

"An identity for those who don't conform to style codes, the countercultural movement is marked by its expressive logo and crafted fusion. Purpose-driven, authentic, self-assertive, XXX elevates the refinery of tailoring and pairs it with the versatility of streetwear to create something instantly iconic."



Zegna's capsule collection goes live today. Image credit: Zegna

In addition to Farfetch, the collection will be available on Zegna's Web site and in stores in Los Angeles, New York and Miami.

Zegna is considered the most emotionally intelligent men's luxury fashion brand by affluent consumers, outranking Herms and Brooks Brothers in a new report.

According to Luxury Institute's 2018 Emotionally Intelligent Brand Index, Zegna sets itself apart with its strong consistency in product quality, customer service and empathy. Out of the almost 20 men's brands rated, several succeed in the empathy elements but fall short in terms of quality and vice-versa ([see story](#)).

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