

APPAREL AND ACCESSORIES

## Zegna starts off Luxury Pavilion store with CFA capsule

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*Zegna launches CFA capsule for Luxury Pavilion. Image credit: Zegna*

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By STAFF REPORTS

Italian fashion house Ermenegildo Zegna is tapping Tmall Luxury Pavilion for an ecommerce flagship in China.

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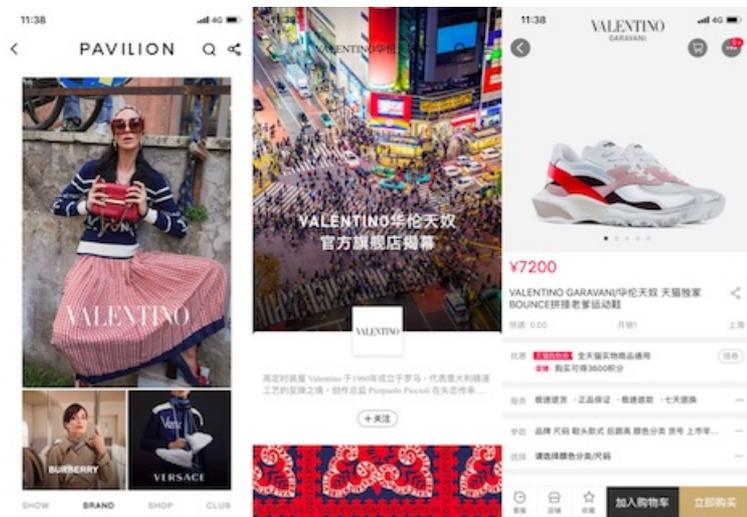
The Italian label is launching its Tmall store with a special collaboration capsule with the Chinese Football Association. The collection will feature navy and red activewear, polo shirts, jackets, trainers and leather accessories inspired by the team for the 2019 year.

Italy in China

Zegna's special collection is inspired by its work for the team in which it designs off-field formal and casual attire.

The capsule launch will begin the designer's Tmall Luxury Pavilion shop, before launching its full inventory next March.

"Special details of clothing and accessories reference to the colors of the CFA Team China uniforms as support for the team, as they will compete in the Asia's Top National Teams' Tournament in January 2019," said Zegna, in a statement.



### *Tmall's Luxury Pavilion platform*

Zegna has designed the collection with the Chinese market specifically in mind, as the group continues to grow in luxury consumption.

The Italian house also expanded its online offerings with a partnership beginning in the United States for a capsule collection.

Online retailer Farfetch now includes 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 ([see story](#)).

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