

APPAREL AND ACCESSORIES

## Zegna launches new retail concept in New York

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Zegna's new Global Store in New York. Image courtesy of Zegna

By STAFF REPORTS

Italian menswear label Ermenegildo Zegna is inviting New York shoppers to discover its brand through a new Global Store.

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Opened on Feb. 13, the three-floor flagship at 4 West 57th St. was designed to celebrate Zegna's history in the United States. As with many other recently opened luxury boutiques, the store centers on more than commercial purposes, offering consumers that chance to immerse themselves in the label's world.

Manhattan home

Zegna's boutique is situated in the Crown Building. Zegna tapped architect Peter Marino to design the 7,100-square-foot store.

The flagship is debuting a new installation format, which will be updated throughout the year.

On the ground floor, consumers can shop leather goods and shoes in an environment decorated in wood tones. Up a level on the mezzanine is a white wallpapered space carrying Zegna's couture collection, its XXX line and the brand's home furnishings.

The third floor is dedicated to luxury leisurewear and couture. On this level, consumers can consult with a master tailor in a personalization room fitted with lounge chairs and an Italian-style bar.

Outside, the store's facade has been given a new look courtesy of metallic strings, intended to reflect the yarn and threads used in the brand's tailoring. These will be illuminated at night by LED lights.



*Exterior of Zegna's New York Global Store. Image courtesy of Zegna*

Zegna is giving American shoppers exclusive access to a new Taccuino capsule of leisurewear inspired by Mr. Zegna's notebook that he took with him on his first trip to New York.

The label has made an appeal to the American audience with other exclusives. Zegna 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 became available on Farfetch's Web site starting Nov. 5.

In addition to Farfetch, the collection was available on Zegna's Web site and in stores in Los Angeles, New York and Miami ([see story](#)).

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