

APPAREL AND ACCESSORIES

Zegna adds to retail roster with New Delhi boutique

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Ermenegildo Zegna unveiled its latest boutique in New Delhi. Image credit: Ermenegildo Zegna

By STAFF REPORTS

Italian fashion label Ermenegildo Zegna is expanding its presence in India with the opening of a boutique in New Delhi.

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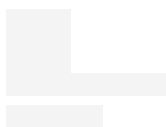
The 1,500 square foot space becomes the third Zegna location in India, joining stores in Mumbai and Hyderabad. Luxury brands are increasingly focusing on reaching the Indian market as the nation's luxury appetite grows.

Zegna in New Delhi

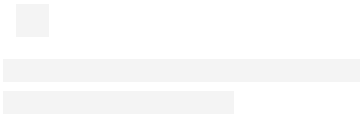
Zegna's in-house architects designed the New Delhi boutique, located at the DLF Emporio Mall. Available collections include Ermenegildo Zegna XXX, Z Zegna, contemporary formalwear and luxury leisurewear.

Reflecting the Zegna's commitment to customer engagement, the store offers Su Misura tailoring and personalization. Shoppers can customize their menswear by selecting their own fabrics and finishes.

To mark the store's opening, Zegna screened a version of its "What Makes A Man" campaign featuring notable Indian men, including Imtiaz Ali, Ranveer Brar, Keshav Suri, Peter D'Ascoli, Prateek Jain, Gautam Seth, Samir Kasliwal and Rajesh Pratap Singh.



[View this post on Instagram](#)



A post shared by Zegna (@zegnaofficial) on Dec 1, 2019 at 7:26pm PST

Zegna has taken its "What Makes A Man" campaign global

Ermenegildo Zegna originally launched its fall-winter 2019-20 campaign themed #WhatMakesAMan featuring two celebrities who question traditional stereotypes of the relationship between men and their clothes.

The Italian fashion label turned to Oscar-winning actor Mahershala Ali and artist Nicholas Tse to offer up their interpretation of manhood as Zegna brand ambassadors. Backed by a social campaign and videos, the campaign sets out to position Zegna as a brand that sways with contemporary notions of manliness and also willing to knock sacred codes ([see story](#)).

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