

APPAREL AND ACCESSORIES

## Fosun Fashion rebrands as Lanvin Group

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*Fosun Fashion Group has a vision of growing and strengthening its portfolio of luxury fashion brands. Image credit: Lanvin*

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By LUXURY DAILY NEWS SERVICE

Fosun Fashion Group, parent organization of French fashion house Lanvin and Italian footwear brand Sergio Rossi, has announced it is rebranding as Lanvin Group.

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The rebrand is part of the group's vision of building a global portfolio of luxury fashion brands and the latest phase of its global growth strategy. The choice to rename the group after the French fashion label was inspired by Jeanne Lanvin's entrepreneurial spirit and creativity, which will remain core values as the group develops.

"Fosun has consistently capitalized on high-growth sectors and has a successful track record in creating consumer-driven ecosystems," said Guo Guangchang, chairman and cofounder of [Fosun International Limited](#), in a statement.

"Lanvin Group is set to become the next in a line of industry champions," he said. "The group is well positioned to exploit the resilient demand for luxury goods globally, especially in China, where Fosun and its partners have unparalleled access and track record in growing international consumer brands in the world's largest consumer market."

### New direction

Fosun International Limited its fashion group 2017 to capitalize on the growing global demand for luxury fashion, particularly in the China market.



*Sergio Rossi was acquired in June. Image credit: Sergio Rossi*

Fosun International ranks 459th on the 2021 Forbes Global 2000 List, managing more than \$120 billion in total assets.

As part of its rebranding, Lanvin Group has brought on two new investors, Japanese trading company ITOCHU Corporation and luxury footwear manufacturer Stella International.

The latest capital round closed at a post-money valuation of more than \$1 billion, bringing Lanvin Group's total amount raised across all rounds to about \$300 million.

As the world begins to emerge from the pandemic, Lanvin Group believes demand for luxury products will be strong and aims to position itself for success through these new business developments.

The new branding and website will be unveiled in coming months.

In June, the group acquired 100 percent of Sergio Rossi S.p.A. from Absolute Luxury Holding, an independently-managed subsidiary of Investindustrial ([see story](#)).

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