

APPAREL AND ACCESSORIES

Zegna opens interactive retail space in SoHo

November 4, 2021



Facade of the new Zegna Lab retail space. Image courtesy of Ermenegildo Zegna

By LUXURY DAILY NEWS SERVICE

Italian menswear brand Ermenegildo Zegna is celebrating the grand opening of its first Zegna Lab, a dynamic and interactive retail space, in the heart of the SoHo neighborhood of New York.

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With the arrival of the new space, the brand hopes to meet the growing demands of luxury leisure consumers. The space is designed to evolve throughout the year, reflecting new looks and experiences each month.

"The focus is to work with a more modular approach, evolving constantly to follow customers' emotions and then creating a new atmosphere to fit their moments with dedicated choices," said Alessandro Sartori, creative director of Zegna, in a statement.

Zegna Lab

To celebrate its new home and community, Zegna partnered with neighboring businesses to curate a selection of local experiences to honor SoHo.

As both businesses and consumers are looking for more meaningful experiences, especially after the past two years, creating a sense of community was an important element to the brand's vision for Zegna Lab.

Furthering the experience is a rotating record collection inclusive of vintage vinyls and playlists from local DJs, chosen monthly by Mr. Sartori.

To commemorate the momentous opening, Zegna hosted a party on Nov. 2 where guests were invited to experience the Zegna Lab in person, with an afterparty at Italian restaurant Sant Ambroeus, DJ'd by Zack Bia.



Guests enjoyed an evening at the new Zegna LabImage by Sansho Scott/BFA.com courtesy of Emenegildo Zegna

Guests of the event included Brent Faiyaz, Kailand Morris, Yves Mathieu, Andr Holland, JonBoy and more, as well as various New York natives, socialites and influencers.

Zegna Group reported massive revenue growth throughout the first half of 2021, nearing pre-COVID performance levels. During the period starting Jan. 1 and ending June 30, 2021, Zegna reported revenues of 603.3 million euro, or \$702.5 million at current exchange rate, a 49.9 percent increase compared to the same period in 2020.

The group saw accelerated growth particularly during the second quarter of the year ([see story](#)).

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