

APPAREL AND ACCESSORIES

Lanvin Group unveils new brand identity

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Lanvin has modernized its logo and created a new website. Image credit: Lanvin Group

By LUXURY DAILY NEWS SERVICE

Lanvin Group has launched its new brand identity after formally changing its name from Fosun Fashion Group.

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By adopting the recognizable Lanvin brand name to represent the group, the company is stating its intent on building a global portfolio of luxury fashion brands. The new brand identity, which includes a modernized logo and a new group [website](#), gives the group a contemporary look while paying homage to its heritage.

"We are excited to reveal Lanvin Group's new brand identity which reflects our ongoing development as one of the world's fastest-growing luxury groups," said Joann Cheng, chairman of Lanvin Group, in a statement. "Lanvin has always been synonymous with luxury fashion.

"This new identity speaks to our strong belief in authenticity, creativity, craftsmanship, innovation and inclusivity on a shared platform," she said. "We see tremendous potential for Lanvin Group and its growing portfolio of brands to expand as the global luxury industry continues to show robust growth, both in Western markets as well as the fast-growing China market."

New identity

Lanvin was founded in 1889 by Madame Jeanne Lanvin, and remains the oldest operating French luxury couture house.



*Lanvin Group's five brands have a combined presence in more than 60 countries, 290 retail stores and 3,600 employees across the world.
Image credit: Lanvin Group*

Lanvin Group is determined to continue its founder's tradition of innovation and excellence, and the rebrand represents its efforts to foster an inclusive environment that empowers brands, nurtures talent and celebrates new ideas.

This new brand identity provides the group's brands a shared platform with a singular focus to express their creativity and grow. Lanvin Group will continue to set new standards through strategic investments, and by providing operational support for brands.

In addition to its namesake label, Lanvin Group's portfolio of brands includes Sergio Rossi, Wolford, St. John Knits and Caruso.

As part of its rebranding, Lanvin Group 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 ([see story](#)).

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