

APPAREL AND ACCESSORIES

## Zegna rebrands, introduces new logo

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*The "road" is a major theme in the brand's new aesthetic. Image courtesy of Zegna*

By LUXURY DAILY NEWS SERVICE

Italian menswear brand Ermenegildo Zegna has introduced a new logo as part of a broader rebranding strategy.

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Inspired by its founder's roots in the Piedmont region of northern Italy, the new double-stripe signifier and logo will launch on Dec. 3 with a new collection that pays tribute to the region's mountainous terrain. From then, the beige-colored signifier will be included in every collection and, throughout 2022, its retail stores will replace signage to feature the new logo.

New Zegna

A major part of Zegna's new image, and the reason to rebrand, hinges on the theme of roads where they lead and the journey to get to a final destination.

The brand sees the road as a symbol of its history and future.

[View this post on Instagram](#)

A post shared by ZEGNA (@zegnaofficial)

The next stop on the Zegna "road" is in New York, where the company intends to be listed on the New York Stock Exchange ([see story](#)).

Zegna claims the journey is more important than the destination, therefore its new signifier pays tribute to the road it is on.

The new logo has also been updated to reflect a more modern font.

Further, the singular name Zegna celebrates the brand's family heritage while looking forward with a distinct aesthetic, celebrating a step forward for the brand while upholding the values of the Ermenegildo Zegna Group.

Earlier this month, the brand celebrated the grand opening of its first Zegna Lab, a dynamic and interactive retail space, in the heart of the SoHo neighborhood of New York.

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 ([see story](#)).

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