

APPAREL AND ACCESSORIES

## Trussardi undergoes rebrand

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# TRUSSARDI

*Trussardi featured a new wordmark and logo via Instagram on Monday. Image credit: Trussardi*

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By LUXURY DAILY NEWS SERVICE

Italian fashion house Trussardi has unveiled an updated brand logo after nearly 50 years as part of a larger rebranding.

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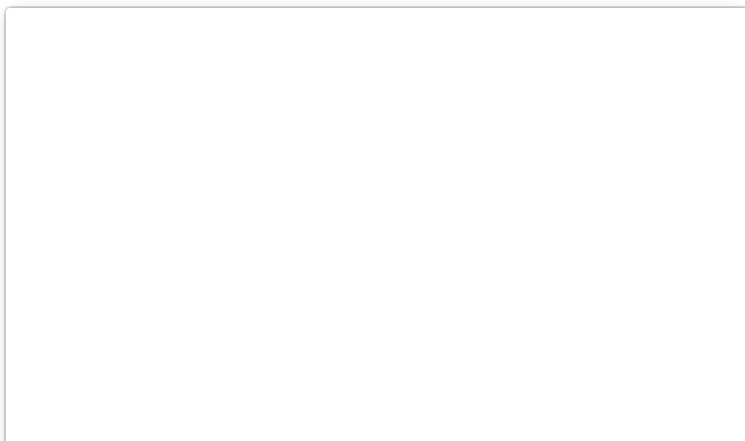
One month into its 111th year as a fashion brand, Trussardi has reimagined its signature greyhound logo and wordmark to reflect a more contemporary look. Talking with *Women's Wear Daily* his first interview since joining the company in 2020 Trussardi chief executive officer Sebastian Suhl expressed his desire to maintain the recognizable codes of the brand while introducing modern elements.

### Hitting refresh

The new logo, which still features the iconic greyhound, appears in a cyclical graphic design with the head of the dog prominently placed at the top of a circle.

According to WWD, the design was inspired by the ouroboros, an ancient symbol showing a serpent eating its own tail, which represents new life.

In addition to Mr. Suhl's appointment in October 2020, Trussardi has been undergoing a number of major personnel changes.



[View this post on Instagram](#)

A post shared by Trussardi (@trussardi)

Since Gaia Trussardi's exit in 2018 ([see story](#)), the brand did not have a creative director until May 2021, when Trussardi appointed design duo Serhat Ik and Benjamin A. Huseby, known for their focus on inclusivity and sustainability.

They are expected to unveil their first fashion collection for the brand during Milan Fashion Week at the end of this month.

Mr. Suhl believes the designers will be able to create a younger, modern and more accessible brand that maintains elements of elegance that honor the brand's foundation.

Rebranding seems to be the way of fashion these days.

Just last month, German fashion house Hugo Boss, ostensibly looking for a refresh after nearly 50 years, introduced new contemporary logos for its two brands, Boss and Hugo, as well as a comprehensive rebrand across all touchpoints.

To celebrate, Hugo Boss has unveiled two global campaigns targeting millennials with its flagship Boss brand and Gen Z with Hugo featuring a cast of famous models, musicians, influencers and athletes ([see story](#)).

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