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## Zegna announces travelwear partnership with Real Madrid

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*The menswear house is now the official luxury travelwear partner of global football club Real Madrid. Image courtesy of Ermenegildo Zegna Group*

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By LUXURY DAILY NEWS SERVICE

Italian menswear brand Ermenegildo Zegna is partnering with a global sports heavyweight on luxurious loungewear.

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The menswear house is now the official luxury travelwear partner of global football club Real Madrid. The sartorial alliance will officially kick off during the 2022/2023 season.

New frontiers

With Real Madrid founded in 1902 and Zegna tailoring men since 1910, both entities are united by shared heritage values as they champion style with the new partnership.



*Zegna store in New York. Image credit: Zegna*

The players of Europe's largest football and basketball club will wear the Zegna exclusives, which will feature, during the first away Champions League game of the upcoming 2022/2023 season.

The luxury leisurewear, designed with the modern man in mind, will feature the brand's recent logo redesign, a double-stripe graphic that pays respect to 232, an Italian road known that originates in the mountains and crosses through Oasi Zegna, in a nod to Zegna's founding sustainable principles ([see story](#)).

In addition to its athletic debut, the Ermenegildo Zegna Group member and Real Madrid will celebrate the partnership during an exclusive launch event in Madrid on September 30th, which will include the set's public unveiling. Additionally, unique made-to-measure collection items blending the pair's heritages with Zegna's luxury craftsmanship will be available at select Zegna boutiques globally.

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