

COMMERCE

Lanvin Group preliminary reports spell revenue growth of 38pc for 2022

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Lanvin Group's successful omni-channel strategies helped to raise its yearly revenue by nearly 40 percent. Image credit: Lanvin

By LUXURY DAILY NEWS SERVICE

Shanghai-based luxury fashion firm Lanvin Group's preliminary financial report for the full year 2022 suggests widespread revenue increases.

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The group's total year-end tally was \$450.6 million, up 38 percent from the year prior. The highest performing region was Europe, Middle East and Asia (EMEA), while the highest performing label was Austria-based athleisure and lingerie company Wolford.

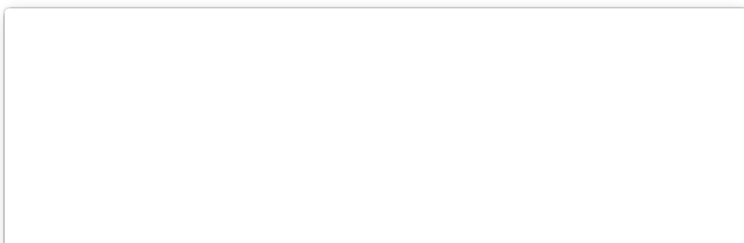
"These strong preliminary revenue numbers are a testament to the global growth strategy that we are delivering," said Joann Cheng, CEO of **Lanvin Group**, in a statement.

"The results reflected the culture of success and entrepreneurship we maintain within our organization and highlighted the reputation of our brands," Ms. Cheng said. "Looking forward, notwithstanding current macroeconomic conditions, we remain optimistic for 2023, especially with the continued resurgence of the APAC region."

Small but mighty

Wolford led the group in individual earnings with \$134 million.

The brand attributes this 16 percent increase to a focus on athleisure and a series of successful collaborations, including those with French fashion and perfumery Mugler, and the recently acquired Italian footwear brand Sergio Rossi. These efforts resulted in a new wave of clients.



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A post shared by Lanvin (@lanvin)

Following closely in individual earnings was flagship brand Lanvin, the oldest French couture house in operation. House sales grew by 67 percent, rounding out at \$128.3 million in 2022.

The namesake brand attracted a younger base with its leather goods and sneaker offerings. With an eye on those younger shoppers, the brand emphasized digital marketing strategies.

This included centralizing its North American digital platforms using the ecommerce solutions company Shopify ([see story](#)).

Sergio Rossi, which joined the group in October of 2021, showed the most year-over-year sales growth. The brand contributed earnings of \$66.7 million in 2022, representing a 116 percent jump from the year prior.

EMEA consumers brought in the lion's share of sales in 2022, spending what amounted to \$227 million, up 44 percent from the year prior.

Second to this region was North America, where shoppers earned the group \$153.7 million in a 36 percent increase from 2021, suggesting that the Shopify strategy quite literally paid off.

Putting a final point on this successful year, Lanvin joined the Primavera Capital Acquisition Corporation in December, and was given a ticker on the New York Stock Exchange ([see story](#)).

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