

COMMERCE

Zegna Group to open new footwear, leather goods workshop in Italy

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The new center will feature biophilic architectural design elements created by design studio ACPV Architects Antonio Citterio Patricia Viel. Image credit: Zegna Group

By LUXURY DAILY NEWS SERVICE

To meet heightening consumer demand for luxury menswear, Italian luxury conglomerate Ermenegildo Zegna Group is scaling production.

The company is opening a footwear and leather goods manufacturing facility the northern city of Parma, Italy will be home to the new site. Slated to be completed by December 2026, the location expands the company's capacity and promotes its focus on enhancing Italian craftsmanship.

"Luxury footwear and leather goods are flagships of Italian manufacturing," said Gildo Zegna, chairman and CEO of [Ermenegildo Zegna Group](#), in a statement.

"While we are creating a true center of excellence focused on these important aspects of the Italian luxury industry by opening this new facility, the center will be more than just a production facility," Mr. Zegna said. "It will play an important role as a training ground for a new generation of artisans, ensuring the ongoing viability of these important skills and working to preserve the uniqueness of Made in Italy.

"Parma is the ideal location for this project, building on the region's long history of craftsmanship and expanding our presence there."

Scaling up

As of February 2024, the local government has granted Zegna Group's 134,549-square-foot construction the green light for its campus, which will feature large indoor and outdoor multifunctional spaces.

A focus is being placed on sustainability: specializing in biophilic architectural elements, the project was spearheaded by Milan-based interior design studio ACPV Architects Antonio Citterio Patricia Viel.



Italian luxury conglomerate Ermenegildo Zegna Group is scaling production to meet heightening consumer demand for menswear. Image credit: Zegna

Spanning about 25 miles of land, the center will help fulfill the growing needs of Zegna Group's brand. Over 300 people will work within the building once full capacity is reached in 2027.

Also acting as a research and development center, the facility will strengthen the company's personalization models.

Among other menswear collections, securing a steady product supply of Zegna's signature Triple Stitch sneaker line ([see story](#)) remains a priority.

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