

COMMERCE

Zegna Group raises revenue 8pc in first quarter

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The Zegna brand represented the majority of all earnings. Image credit: Zegna Group

By LUXURY DAILY NEWS SERVICE

Italy's Ermenegildo Zegna Group is publicizing its earnings for the period ended March 31, 2024.

During this term, the conglomerate saw its revenue rise by 8 percent year-over-year (y-o-y), reaching 463 million euros, or \$494 million at current exchange. Significant growth in the Americas and across APAC pushed the corporation toward positive sales figures.

"Closing the first quarter of 2024 with double-digit revenue growth on a constant currency basis is reassuring given the challenges that the sector is facing," said Ermenegildo Zegna, chairman and CEO of the [Ermenegildo Zegna Group](#), in a statement.

"Our growth in the Americas also in double digits and the ongoing successful delivery on our Zegna One Brand strategy give me additional assurance that we are moving in the right direction," Mr. Zegna said. "I am confident in the decisions we are making to accelerate our direct control of the business, in particular at Thom Browne and Tom Ford Fashion, and we have also reinforced our talent and leadership across all levels, knowing how critical our people are to delivering results.

"Finally, we are continuing our focus on clienteling and customer experience, both of which will further strengthen the long-term value of all our brands."

Bucking trends

EMEA represented the largest portion of total revenues, bringing in \$163.3 million, a 4 percent y-o-y jump.

China, the second-largest region by sales, drew up \$149 million this quarter, a 15.3 percent drop compared to the previous year. The rest of the APAC region's gross rose by 28.7 percent, gaining \$52.4 million in revenue in the process.

The Americas witnessed revenue growth of nearly 58 percent, reaching \$122 million, beating Q1 2023's total of \$77.4 million.



Tom Ford Fashion buoyed potential losses incurred by other brands. Image credit: Zegna Group

Italian menswear brand Zegna was the top performer among the conglomerate's stable of maisons, accounting for 70 percent of all sales. Bringing in \$347.4 million in revenue, the figure represents a 1.7 percent increase y-o-y.

Meanwhile, U.S. fashion label Thom Browne saw its intake fall by 30.2 percent, tumbling to \$84.5 million for the quarter, a far cry from the \$121 million total from this time last year.

This drop was offset due to Tom Ford Fashion's presence, as the luxury brand garnered \$69.5 million in revenue. The Zegna Group completed its acquisition of the maison after the first quarter of last year, not tracking Tom Ford's fiscal growth from before its ownership.

With this cash influx, as well as strong performances in Asia and the Americas, the corporation was able to skirt the ongoing slowdown. Other luxury conglomerates, with Kering ([see story](#)) among them, were adversely affected by the trend.

"Looking at the rest of the year, we have a clear and defined path in front of us," said Mr. Zegna, in a statement.

"I am confident that we are taking the right actions to make our brands even stronger and to deliver on our medium-term ambitions."

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