

# MONCLER

MONCLER X EE72 BY EDWARD ENNINFUL

Extreme Beauty: Moncler and Edward Enninful present a collection made to thrive in the elements

Milan, September 10, 2025 — For his debut Genius collection, iconic editor, stylist, and cultural contributor Edward Enninful envisions the wardrobe for a fashionable global adventurer: a bold hero equipped to navigate extreme terrains, from sun-scorched dunes to windswept shores and snow-capped peaks.

“Working with Moncler has allowed me to push the boundaries of my creativity. With this collection, I wanted to combine the codes of the house with my own vision, imagining an extreme new world with a glamorous hero at its center.” — Edward Enninful

A defining voice in contemporary fashion, Enninful has spent over three decades championing diversity, creativity, and cultural progress. From becoming fashion director of *i-D* at just eighteen, to serving as editor-in-chief of *British Vogue*, and later as *Vogue*'s Global Creative and Cultural Advisor, he has consistently shaped the fashion landscape. His work has amplified underrepresented voices and brought critical conversations to the forefront of the industry.

Now, with the launch of his global media and entertainment company, EE72, Enninful embarks on a new chapter of storytelling and collaboration, with Moncler as its very first co-creator.



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This collection marks Enniful's first foray into fashion design, aligning seamlessly with the Moncler Genius ethos of partnering with the great creative minds of our time, both established and emerging.

Enniful's distinct brand of genius lies in his ability to present fashion that both reflects and shapes contemporary culture: high-fashion attitude meets supreme function meets forward-thinking modularity. That sensibility is woven into every piece of the collection, which fuses Moncler's technical expertise and ability to seamlessly navigate the elements — epitomized by puffer structures and boudin quilting — with structured shoulders and couture-inspired silhouettes.

Each look was designed to brave one of the three elements Enniful envisioned. For windstorms, an elegant trench coat makes a bold statement, its matte finish and sleek silhouette offset by a removable outer puffer in glossy nylon laqué. In keeping with the collection's adaptability, the outer jacket can be detached and carried like a backpack using its interior straps, worn alongside a puffer hood that ties like a neckerchief and bold Cloche sunglasses.

For sandstorms, Enniful offers versatile pairings like a slim scuba dress worn with a sculptural hooded cape and a floor-sweeping scarf — daring nods to Moncler's puffer heritage.

Snowstorms inspire a layered approach: a finely knit wool turtleneck beneath a cardigan dress and oversized merino wool jacket. The look is completed with a warming balaclava and the Trailgrip EE72 boots.

No matter the landscape that inspired it, each piece is designed to be adaptable, functional, and layerable, allowing for seamless transitions between climates. In keeping with the narrative of a hero journeying through unknown terrains, Enniful has created not just a core wardrobe, but also essential accessories — from hats to bags — so his futuristic adventurer has everything they need built into their look. While this character guides the collection's spirit, Enniful's personal imprint is visible throughout: from the exclusive use of black, his signature color, to the collection's name, EE72 — a fusion of his initials and birth year.



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The elemental spirit of Moncler x EE72 by Edward Enninful comes to life in a striking new campaign captured by Tyler Mitchell and starring Adut Akech. A preeminent photographer of his generation and a frequent collaborator of Enninful's, Mitchell was a natural fit for the project. He is renowned for crafting dreamlike images that foreground the beauty of Black subjects against utopian landscapes. For Moncler x EE72, he worked closely with Enninful to merge his immersive world-building with the designer's fantastical vision. Taking center stage is South Sudanese-Australian model Adut Akech — another frequent Enninful collaborator, and one of fashion's most recognizable faces and cultural voices. Together, these three singular talents have conjured a spellbinding vision of shifting sands and crystalline snow. In each image, Akech embodies a fearless hero navigating raw, remote, and visually arresting terrain — the perfect stage for a collection defined by layered silhouettes, dynamic styling, and a readiness for the unknown.

This evening, marking the start of New York Fashion Week, Moncler and Edward Enninful bring their imagined terrain to life with a window installation at Saks Fifth Avenue. Unfolding across seven windows, the immersive display features live runway models interacting with high-definition video panels that evoke shifting mountain landscapes: three swathed in golden dunes, three in snow-capped peaks, and one at the center where the two extremes collide in a mesmerizing flurry of sand and snow. This special activation captures the city's electric energy at its most vibrant—when creatives from around the world converge to celebrate fashion in the city that never sleeps.



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## EE72 at The City of Genius

Moncler x EE72 by Edward Enninful was first unveiled at Moncler's City of Genius event in Shanghai last year. There, Enninful showcased the collection's versatility and durability through a breathtaking installation that reimagined a weather station consumed by sandstorms, snowstorms, and windstorms. Immersed in this extreme environment, guests encountered ten looks from the collection. Shifts in temperature throughout the space further blurred the line between reality and fantasy, drawing the audience deeper into the world envisioned by Moncler and Enninful.

Moncler x EE72 by Edward Enninful is available now in select Moncler stores and on [moncler.com](https://moncler.com).

Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.

