



## MONCLER GENIUS. THE PROJECT

An explosion of creative energy; this is the lifeblood running through the Moncler Genius project, a new multi-faceted chapter for the brand combining a variety of contributions which coexist alongside one another, creating a mosaic of differences and extraordinary individuality. These varied voices and approaches, some of which differ vastly from each other, are combined with highly distinctive languages, all brought together in a single design process conceived by Moncler.

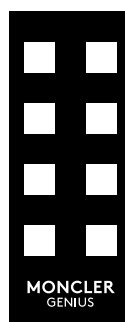
For Moncler Genius change is necessary, an ongoing renewal which prompts us to look far ahead, beyond every aesthetic and ideological frontier.

Moncler continues to explore the infinite possibilities of its uniqueness, adopting a special mix with autonomous, distinctive meanings. It is as if the present can be read in its contrasting lines whilst projecting itself into a future which begins now. Moncler Genius is a launch platform built on an unrivalled capacity for innovation and technological research, driven by unshakable faith in creativity.

“We have chosen designers that differ greatly from each other as we have always spoken to different generations”, says Remo Ruffini, Chairman and CEO of Moncler, who originally conceived this ground-breaking turning point for Moncler. “We constantly need to offer new experiences and new ideas. Moncler Genius is divided into several collections over the year. We have overhauled everything, by overcoming the very concept of seasons. Our approach is monthly, weekly, daily. An approach which considerably reduces the time that elapses between the collections’ presentation and when they actually arrive in the stores”.

There are eight sections that together express the Moncler Genius project, and which involve different creative figures. A task force to yield as many creative areas which define the company’s identity. The brand’s DNA is revealed through the various visions, supporting and cultivating the many and varied options for bringing them to life. Moncler Genius overcomes any and every timeframe and approach: from next June, the collections will be making singularly their debut in Moncler boutiques and selected multi-brand shops and department stores, and will be available for a defined period of time, until October, when they’ll be brought together in several Moncler flagship stores as well as pop-up stores in various cities around the world, including NY and Tokyo. A succession which is as emblematic as it is rapid all over the world, and must once again represent speed, movement and true dynamism.

“The world has changed”, concludes Remo Ruffini “the digital era has given us a new strength. The consumer wants a less filtered, more direct and above all continuous relationship. This strategic change in direction is the answer to this specific need, as well as a desire”.



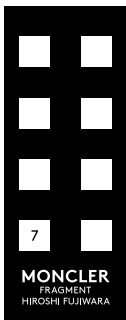
MONCLER SPA

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## MONCLER GENIUS

### 7-MONCLER FRAGMENT HIROSHI FUJIWARA LAUNCH DATE: JUNE 14TH



Hiroshi Fujiwara is a creative director, musician and record producer from Japan, as well as the first hip hop DJ in his country. Hiroshi is like a modern-day cultural agitator busy on all fronts, a figure who in a variety of manners mixes sophisticated inspirations and signs from contemporary life with pop references and visionary clairvoyance. A creative who combines streetwear and culture consistently. His collection for Moncler Genius can be summed up in his very personal way of combining references and elements borrowed from a variety of areas, and interpreting them with acumen together with his own independent take, giving them a unitary status. Through the mosaic of Fragment, Fujiwara has revisited the Moncler DNA in keeping with his own eclectic parameters and imagination. The collection has been divided in two parts, each of them launched on the market singularly in two different moments: June and December. The first launch in June is all about the designer music references with a metropolitan take. The word (and the world) Backstage dominates on a long coat, in both versions beige and black, written on the back of several jackets as well. Detachable stickers bears the words Moncler Fragment. The padded iconic Moncler fabric is mixed up with jeans jacket and appears in a suit as a protagonist. The collection features deep, evocative reflections and a color palette of white, a dusty hue and military green.

### FRAGMENT HIROSHI FUJIWARA BIOGRAPHY

“Moncler Genius is the opportunity to mix different identities into a new one. It allowed me to test solutions and materials I have never used. The result is an unreleased Hiroshi, but it is also an unreleased Moncler”, Hiroshi Fujiwara.

Fujiwara was born in Ise, Mie. He moved to Tokyo at eighteen and became a standout in the Harajuku street fashion scene. During a trip to New York City in the early 1980s he was introduced to hip hop; taking American records back to Tokyo, he became one of Japan's first hip hop DJs, and is credited with popularizing the genre in Japan. He subsequently went into music producing, specializing in remixes. He is known as a godfather of Ura-Harajuku fashion and is a globally influential streetwear designer, he launched his first brand, Good Enough, in the late 1980s.

7 MONCLER FRAGMENT HIROSHI FUJIWARA will be available from June 14<sup>th</sup> in all Moncler boutiques and moncler.com. The collection will be exclusively available for 5 days on Matchesfashion.com and from June 19<sup>th</sup> also in selective wholesale networks worldwide.

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*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. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through its boutiques and in exclusive international department stores and multi-brand outlets.*

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