



**LIU BOLIN PERFORMANCE PHOTOGRAPHED BY ANNIE LEIBOVITZ  
FOR MONCLER SPRING/SUMMER 2017 ADVERTISING CAMPAIGN**

Moncler presents the brand's Spring / Summer 2017 advertising campaign, shot by renowned American photographer Annie Leibovitz, with a form of communication which has again proven entirely unexpected and innovative.

Following the fairy-tale atmosphere and literary vision of previous Moncler campaigns, the Spring/Summer 2017 imagery plays out along a surreal imaginary thread. Images are transformed into a chameleon-like camouflage which eliminates any certainty of reality. The protagonist is Chinese artist Liu Bolin, master of the impossible and the invisible, renowned for his allusive art in which only the silhouette of his body is visible against backdrops.

Moncler adopts a contemporary approach to research in a tireless quest for innovation - performance art open to interpretation. For Spring / Summer 2017, transparency is a clear focus, with figures unidentifiable against backdrops themed around the green hues of New York's Central Park, and a time-honored bookshop within the American metropolis - both locations selected to best communicate the versatility of Moncler and its product, as well as adventure, nature, and the French-Italian brand's iconic and metropolitan spirit.

Liu Bolin, born in Shandong in 1973 and based in Beijing, is known within the Art world as the "Invisible Man" - a Chinese artist who shot to fame with a series of self-portraits focused on fusion and the dissolving of the body into a surrounding area, whilst also managing to identify itself within the environment containing it. Moncler's *Doudoune Légère* snowsuit was created in celebration of the artist and can be viewed in each shot within the new Spring/Summer 2017 campaign- each snowsuit decorated by Liu Bolin to achieve an illusory effect in perfect continuity with the forest scene, or the inside of the bookshop, which set the respective backdrops for the shots.

The overall vision of the campaign story for Spring / Summer 2017 is credited to the legendary Annie Leibovitz who has, for the last five seasons, showcased the iconic nature of Moncler through images steeped in creative personality.

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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 Moncler clothing and accessories collections Moncler Gamme Rouge, Moncler Gamme Bleu, Moncler Grenoble and Moncler Enfant through its boutiques and in exclusive international department stores and multi-brand outlets.*

**MONCLER SPA**

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