



MONCLER FRIENDSWITHYOU 2016-17 FALL/WINTER COLLECTION

To inaugurate the opening of the new flagship store in the Ginza district in Tokyo, Moncler has created a collection in collaboration with the Los Angeles artist duo, FriendsWithYou, debuting October 24th – 25th, 2015. The Moncler FriendsWithYou Collection features jackets, sweatshirts, sweaters, sneakers and bags in rich, joyful tones and the artists symbolic language of Magic, Luck and Friendship.

Moncler, the Italian-French brand charts a rich heritage of collaboration with the languages, imaginations and sources of inspiration of the newest generations of creatives, carefully weaving their visions into the timeless Moncler styles. FriendsWithYou was established in Miami in 2002, by two artists, American Samuel Albert Borkson (1979) and Cuban Arturo Sandoval III (1976) whose collaborative artist mission evolved into the sharing of their now trademark ‘Magic, Luck and Friendship’. They are currently based in Los Angeles.

FriendsWithYou have been featured in many exhibitions, across every continent, with a focus on large-scale immersive installations, predominantly in museums and cultural institutions, now housed in numerous private and public collections. They began their collaboration with their now iconic ‘soft sculptures’, designed as empowering totems and to invite feelings of elation through touching, in tandem with other positive visceral experiences. Speaking in a universal language of pure joy, and inviting new friendships through their talismanic art, their work is set against a hyper-chromatic universe – with reoccurring symbols that unify people through visual language, while allowing each viewer to adapt these symbols in creating a bespoke meaning of their own.

The collection entitled, Happy Virus, derives its name from a related animated film and a lenticular limited edition print by the artists. Happy Virus harnesses its softly reoccurring symbols to create a mantra like visual spell. FriendsWithYou’s key characters are adapted to wearable art in the Moncler Collection, including: Malfi, Happy Virus, Cloudy, Look Who, Snowy and the vibrant fluorescent rainbow of Mr. TTT. Each icon represents their own subversive ideas now reprised and stripped of their old meaning, making this collection more powerful than apparel alone. A series of down jackets, apparel and accessories as a functional interactive vocabulary to be enjoyed as well as experienced by modern collectors.

Malfi brings the wearer great wealth or playful demise, depending on what state of mind the wearer is in, good luck! Malfi is one of FriendsWithYou’s most iconic characters, an ancient spirit who is mischievous and powerful.



Happy Virus is a reflection of you: find happiness in making others happy, and you'll be happy too. The contagious joy of Happy Virus is a hallmark in the Collection, selectively repeated in pattern. Cloudy is a cute as can be; I care for you, and you care for me! The dreaminess of Cloudy is felt in the luxurious softness of the collection, used as a hallmark of the collection and the artists' work as whole. Look Who is looking at you. Look inside to see what to do. The penetrating eyes of Look Who are immortalized in the collection, used hallmark and selectively repeated over the lacquered fabrics. Mr. TTT is a shape-shifting warp hole, happy and free because he is stardust just like us. Mr. TTT splashes rainbows on sweatshirts, sweaters and jackets, with his succession of vivid, bright colours. Snowy loves to chill, but if you wanna huggy, he's just perfect! Snowy is at home in the entire Moncler collection of hug-like designs.

Each piece in the Moncler FriendsWithYou Collection is a work of art, overrun and made unique by the cosmos that represents FriendsWithYou. A semantic repertoire has been translated into graphic clouds bearing hallmark smiles or eyebrows, conveyed through eyes that are astonished or bulging with joy and surprise, including mouths and fun archetypical imagery of every kind. Each symbol tells a communal story, and invites collectors to enjoy new adventures with these reoccurring characters. The Moncler FriendsWithYou Collection will be sold on a world exclusive preview basis only at the Tokyo Vernissage, on 24th and 25th October, and will thereafter be available in all Moncler boutique worldwide from the 2016-17 Fall/Winter season.

ABOUT MONCLER: 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.

ABOUT FRIENDSWITHYOU: Since forming FriendsWithYou in 2002, Samuel Borkson and Arturo Sandoval III have explored the realm of experiential art, developing a unique post-pop visual language that promotes "magic, luck and friendship." The artists work in a variety of mediums including painting, sculpture, large-scale experiential installations, and live performances; and strive to affect world culture by cultivating special moments of spiritual awareness and powerful, joyous interaction. Practicing Relational Aesthetics, the artists make art of the Post-Internet era; reinterpreting religious traditions, symbols and spiritual practices, and inverting solemn and serious ideas through the act of play to open up a connection to the divine. The collaborative's immersive installations draw audiences into their magical world. FriendsWithYou's work has been exhibited at The High Line NYC, Dallas Contemporary, The Albright-Knox Art Gallery, Galerie Emmanuel Perrotin, Art Basel Miami Beach, The Indianapolis Museum of Art, Haus der Kulturen der Welt Museum in Berlin, Santa Barbara Contemporary Arts Forum, with artworks in the permanent collections of The Museum of Contemporary Art North Miami, The Goldman Family Collection, and Montblanc Collection. www.friendswithyou.com

MONCLER SPA

Via Solari 33, 20144 Milano [T] +39 02 42203500 [F] +39 02 4220451