



## MONCLER GAMME ROUGE FALL — WINTER 2015

The Moncler Gamme Rouge Fall/Winter collection for 2015–2016 features a gripping British plot.

Giambattista Valli has turned his attentions to the truest British style, reinventing its tenets and breaking them up. To do so he has freely created a sophisticated mosaic of formal quotes, comprising traditional British fabrics such as colourful tartans and the clean graphic lines of the «Prince of Wales» check, with the rough elegance of country tweed. The meticulous masculine spirit of Savile Row blurs into a contemporary take on a sporty yet feminine style, powered by futuristic technological research. The garment seams are heat-sealed, whilst surfaces are coated and cut using a laser; the fabrics recall the finest traditional British materials using tartan and mohair check, whilst neck-scarf prints are created on double-layer cottons. The borders embroidered with heraldic motifs are striking, as is the camouflage embroidering with a mixture of textures such as check wool, mohair, technical mesh and patent. Heat-sealed embroidered flowers are cut and applied using both graduated and all-over approaches.

The creative effects are combined to create a weave made up of patchworks and overlapping elements, patterns and colours. The volumes see clear-cut designs that focus on the waistline, more important and pivotal than ever before. The haute couture spirit comes face to face with a sporting, laid-back vocation. The most emblematic item is the riding coat: it carries all the hallmarks of nineteenth-century style worked over with flair.

Moncler Gamme Rouge Fall/Winter 2015–16 draws on the ritual of dressing for horse riding, on the appeal that combines sporting attitude and tradition with a healthy dose of snobbery, a touch of humour and tongue-in-cheek irony.

The woman Giambattista Valli has conjured up for the Moncler Gamme Rouge F/W 2015–16 collection is ready to strike out for a weekend of horse riding on a vast aristocratic estate in the English countryside. But she does it her own way, defying any classifications or clichés; she can allow herself the luxury of aesthetic challenges and extremely daring metropolitan colour contrasts. No doubt it is a game that would have gone down well with Nancy Mitford, the great novelist and eldest of Lord Redesdale's legendary daughters. With her extraordinary existential restlessness and bold eccentricity, she positively dazzled in mid-Twentieth century Britain.

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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.

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