



## MONCLER. ONE HOUSE, DIFFERENT VOICES

Uniqueness is the force that shapes identity.  
Multiplicity is the shape of authentic uniqueness.  
The action is taken now one step further with a bold leap forward: Moncler Genius.

Moncler Genius is the place that contains Moncler's uniqueness and makes it surrounding.  
Moncler Genius is an ambiance shaped on imagination, creativity and truthfulness.  
Moncler Genius is a vision of the future, available now. A vision beyond the seasons establishing a daily dialogue with consumers.

Remo Ruffini conceived Moncler Genius as a hub of exceptional minds operating in unison while simultaneously cultivating their singularity. A republic of imagination, Moncler Genius starts operations today with the unveiling of the Moncler Genius Building: the place where such a vision is made tangible through products.

The Moncler Genius Building houses different cells, each one devoted to a singular mind, all of them adding facets to the Moncler identity. Moncler Genius stems from a curatorial approach that keeps product at its center, function at its core and consumer as the addressee. It is a composite creative action based on the performing truthfulness of Moncler's products. This is what makes it authentic and powerful, giving a brand new energy.

Letting creativity run riot strengthens the uniqueness of Moncler. It allows the product to speak by itself as it takes different shapes according to the vision of each creator. The uniqueness of the creator mirrors the uniqueness of the consumer.

In Moncler Genius each creative speaks a Moncler idiom that will naturally find its audience. Fragmentation is the force and raison d'être. Newness is addictive and energizing, fueled by pure creativity.

Moncler Genius is presented as a whole in the Moncler Genius Building, on February 20th night opening the Milan Fashion Week, but will be released one dot at a time through single monthly projects. By the time the Moncler Genius Building rematerializes in Moncler's boutiques, they become the venue of the multiplicity embodying the specialty store's energy. A series of polymorphous pop-up shops will be unveiled as well.

Materialize, dematerialize, re-materialize: the creative path is both a business mode and a communication strategy. An idea becomes a building that ignites monthly editorial and communication actions to finally turn into a shop. Virtual and real, online and offline work in unison. Having product at the core makes the virtual possible because the real comes first.



### The minds of Moncler Genius

- 1 Moncler Pierpaolo Piccioli
- 2 Moncler 1952
- 3 Moncler Grenoble–Sandro Mandrino
- 4 Moncler Simone Rocha
- 5 Moncler Craig Green
- 6 Moncler Noir–Kei Ninomiya
- 7 Moncler Fragment–Hiroshi Fujiwara
- 8 Moncler Palm Angels–Francesco Ragazzi

Creatives, chosen on instinct to shape visions of uniqueness. As a hub of exceptional minds, Moncler Genius strives for invention and innovation that customers will fully use and enjoy under the byline: one house, different voices, speaking of uniqueness to our clients, one by one, with relentless pace and one language. Moncler's language.

CHANGE IS WHAT DRIVES US FORWARD

## DIFFERENT VOICES SPEAKING THE MONCLER LANGUAGE

Different creative minds defined the unity of Moncler Genius.

Unity comes from focus, as personal interpretations of the Moncler ethos stem from the product.

Each mind chose an angle to what Moncler stands for and elaborated from that. The classic Moncler down jacket is the main playground. Each mind worked on its own, all of them unanimously converging on the item. Keeping function at the core and approaching the duvet as an object, unique experiments ensue. The creative DNA of each designer morphs with the Moncler DNA, creating a new identity that is authentic to both. The message is straightforward, the creative content clear. Creativity fuels an ascending movement palpable everywhere.

Moncler Genius acknowledges the singularity of the customers and the variety of their tastes, exploring fragmentation as an asset.

Each Moncler Genius mind is identified with a number. Numbers do not create a hierarchy, but facets to the whole, the Moncler Genius Building.

- 1 is for pure essence
- 2 is for pop trademark
- 3 in for playful flair
- 4 is for pragmatic femininity
- 5 is for dress as habitat
- 6 is for wearable geometry
- 7 is for subcultural subtleness
- 8 is for going viral

1–Pierpaolo Piccioli stripped the classic duvet to the clearest shape following the idea that purity is reached when form reflects essence. His take on functionality has a couture élan. “Creativity and talent are the driving forces of Moncler Genius. I am proud to be part of this hub of inventors housed under one roof. What I have created is an uttermost expression of my taste and a very personal effort”.

2–Moncler’s trademark classics reinterpreted with pop colors and contrasting enlarged logo. Moncler’s iconic fabric, the nylon laqué, at the heart of the brand DNA since ever, represents the starting point for the collection. Moncler 1952 is an homage to the brand’s year of birth and defines the natural evolution, of over 65 years of history, based on technical research and creativity.

3–Sandro Mandrino put a peculiar flair for mix and match at work in Moncler Grenoble. He used prints and fabrics which are considered wide of the mark for mountain gear and gave them a technical quality while keeping the playful sophistication intact. “Performance is a fundamental asset for Moncler. I took the brief as a challenge. Moncler Genius puts the consumer first: it is the infinite ways things can be worn and interpreted that make the difference”.

4–Simone Rocha had images of daring Victorian climbers in petticoats in mind. She worked on voluminous silhouettes and deconstructed proportions merging a taste for embellishment with the performance quality of Moncler. “Moncler means nature, protection, activity, ambition, refinement, establishment and practicality. A mix of beauty and function is my interpretation of it”.

5–Craig Green conceives items that rewrite the dialogue between clothing and body, dress and habitat. He followed functional considerations, which he subsequently blew into abstraction without sacrificing a stringent need for pragmatism. “I have always explored ideas of protection and functionality within my work, something that is also at the core of Moncler’s heritage. I thought it would be interesting for these ideas to be pushed further, interpreting Moncler’s performance based history, and developing designs with their years of technical knowledge and expertise”.

6–Kei Ninomiya builds impactful silhouettes with Noir by multiplying modules into wearable geometries. For the first time, he applied his own painstaking craft to duvet, even turning it into knit. “Moncler Genius is a challenge of innovation, and a progressive project in every respect. It allowed me the opportunity to develop new techniques of down. Progress always stems from the way things are made”.

7–Hiroshi Fujiwara is a cultural fomentor and a pop infiltrator. He has a personal way to subtly tweak items giving them a cult-status spin. He shifted the Moncler duvet to his own parameters. “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”.

8–Francesco Ragazzi applies the skills of a communicator to fashion-making with Palm Angels. He reduced the Moncler duvet to the essence, then built an exercise in merchandising around it, playing with slogans and logos. “A curated project like Moncler Genius is akin to a living museum of contemporary creativity. It needs a gift shop in order to spread the message virally and I am here to provide that”.

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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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