

# LoveFrom, MONCLER

*Remo Ruffini and Jony Ive come together to celebrate  
friendship, innovation and the power of creativity*

Milan, September 24, 2024 – Today marks the official launch of the LoveFrom, MONCLER collection, inaugurating design icon legend Jony Ive’s first-ever venture into outerwear.

The collaboration is founded upon the friendship and mutual respect between Jony, Remo and their respective teams at LoveFrom and Moncler. The collection combines Jony’s influential design mastery with Moncler’s technical excellence and boundless creativity to create exclusive fabrics, meticulous design details and a reinvention of the humble button.

“Who I work with has become more important to me than what I work on,” said Sir Jony Ive, founder of LoveFrom. “Our collaboration has been wonderfully simple and joyful. We have learnt so much from each other and I am particularly happy this modest collection marks the beginning of a longer term collaboration.”

“Working with Jony takes you out of the ordinary,” said Remo Ruffini. “This is not only due to the fact that he is a worldwide icon and a living legend of design. Working with Jony is also an experience because you realise that love, friendship and respect are always at the centre and enable creativity and ideas.”

# LoveFrom, MONCLER

## Seamless construction

The design was inspired by Moncler's innovative development of a new, high quality recycled nylon. Developed exclusively for the LoveFrom collaboration, the yarn-dyed fibres have been taslanised – a treatment in which compressed air texturises the thread giving it a matte appearance and the look of a natural fibre. The fabric was manufactured on unusually large looms, enabling each garment to be made from one piece of fabric that folds simply together.

The collection is a system of three shells that connect to a central core. The shells are evolutions of the iconic field jacket, parka and poncho, and attach quickly and simply to the core with a delightful magnetic button. The utilitarian forms reflect Sir Jony's interest in subcultures that celebrate the subversion of functionality, contrasting with a family of gentle colours.

## Introducing the 'Duo button'

The connection between the two brands is distilled into a physical symbol that is central to the collaboration: the ingenious magnetic 'Duo button'. The outer garments attach to each core using this unique layering system. The logos of both brands are intricately engraved on the metalwork. Engineered from aluminium, brass, steel and a high-grade, heat-resistant magnet, the two elements fit together with a satisfying 'click' – a sound Jony Ive became fixated with during the design process and that represents the attraction and partnership of LoveFrom and Moncler.

LoveFrom designed and engineered a series of new processes and machines to manufacture and integrate this innovative new fastener, including an entirely new method for precision cutting multiple layers of fabric.

## A story of friendship

Moncler's traditional comic strip care instructions continue to feature Monduck, with special guest Montgomery, the LoveFrom bear. The core is available in yellow, the field jacket in green, parka in light blue and poncho in orange. All garments are also available in off-white.

## In detail

Moncler and LoveFrom are united by obsessive attention to detail and a devotion to excellence, a combination that has brought forth a bracing new aesthetic to Moncler's iconic design codes. Labels, subtle branding, buttons, trims and pullers have been considered and reworked to a meticulous degree, with adroit typology showcasing that no detail should be left to chance in the design process.

This includes the packaging: refined in graphic black-on-white and confident in its simplicity. The packaging contains a joyful interpretation of the collection itself, with small paper models of the garments playfully illustrating how they can be layered together. The internal box of the packaging is made from one single piece of paper that is assembled by folding, just as the jackets are made from one piece of fabric, and the box is then assembled by folding. All packaging is made from 40% recycled paper.

The LoveFrom, MONCLER collection is now available globally in selected Moncler stores and on [moncler.com](https://www.moncler.com).

# LoveFrom, MONCLER

## About LoveFrom

LoveFrom is a creative collective of designers, architects, musicians, filmmakers, writers, engineers and artists.

Established by Sir Jony Ive and Marc Newson, the combined experience, achievement and recognition of these creatives is without precedent. The collective has been working quietly together since 2019, announcing multi-year collaborations with Airbnb and Ferrari. It has studios in San Francisco and London.

*lovefrom.com*

## About Jony Ive

Sir Jony Ive KBE is a designer.

He joined Apple in 1992. As chief design officer, Jony was responsible for all hardware, user interface and packaging design, as well as the major architectural projects Apple Park and Apple retail stores. He led the design team for more than two decades, creating the iMac, PowerBook, MacBook, iBook, iPod, iPhone, iPad, Apple Watch, AirPods and HomePod.

Co-founder Steve Jobs referred to Jony as his creative and spiritual partner. “Jony and I think up most of the products together,” said Steve. “He gets the big picture as well as the most infinitesimal detail about each product. And he understands Apple is a product company. He’s not just the designer, that’s why he works directly for me. He has more operational power than anyone else at Apple except me.”

He holds more than 14,300 patents worldwide, uniquely spanning both software and hardware design.

Born in London, Jony studied industrial design at college. He was awarded the RSA’s Benjamin Franklin Medal in 2004 and the Professor Stephen Hawking Fellowship by the Cambridge Union Society in 2018. He holds honorary doctorates from Oxford and Cambridge Universities, Rhode Island School of Design, California College of the Arts, University of the Arts London and the Royal College of Art, where he currently serves as chancellor. Jony is frequently voted one of Britain’s most culturally influential figures.

In 2019, Jony founded the creative collective LoveFrom with his long-time friend Marc Newson. LoveFrom includes Airbnb and Ferrari amongst its first collaborators.

## 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. Moncler manufactures and directly distributes the clothing and accessories collection under the brand Moncler through directly operated physical and digital stores as well selected multi-brand doors, department stores and e-tailers.