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MONCLER UNVEILS IN SHANGHAI “THE CITY OF GENIUS”,
A METROPOLIS OF CREATIVITY WHERE EVERYONE CAN LIVE GENIUS
Debuting a new lineup of co-creators for Moncler Genius

Milan, October 8th, 2024 – On October 19th, as part of Shanghai Fashion Week, Moncler will unveil The City of Genius: a metropolis of immersive experiences that will act as a global epicenter of creativity.

Blending creativity and innovation with its unique local culture, Shanghai has inspired the next chapter of Moncler Genius, and will host the event that raises the question: how do you live Genius?

Following the belief that we are all born Genius, and uncreative behavior is learned as we grow up in life, Moncler Genius strives to always bring new ideas into existence, unleashing imagination and putting creativity at the very center of everything. The City of Genius will be a place for creative communities to observe, engage and experience what is possible beyond conventions, where luxury, art, design and entertainment collide together.

In Shanghai, The City of Genius will rise over an unprecedented 30,000 square-meter space where different neighborhoods that epitomize strong creative concepts will showcase new collections and experiences co-created by a new lineup of global creative visionaries.

The new lineup of Moncler Genius co-creators includes:

Edward Enninful (OBE)

A leading voice in the creative industry, Edward Enninful has brought a unique perspective to global fashion and culture over the last three decades, always with the mission of championing marginalized communities and emerging talent. Edward is the Editorial Advisor at British Vogue and Global Creative and Cultural Advisor of Vogue.



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FRGMT by Hiroshi Fujiwara

A long-lasting Moncler Genius friend, Hiroshi Fujiwara is considered the godfather of streetwear, driving his power of influence across the world of design and music. Hiroshi Fujiwara has been a pivotal figure in shaping culture for decades.

Gilga Farm by Donald Glover

Glover is a globally known, multi-talented and award-winning actor, musician, writer, comedian, director, and producer. A true icon and one of the most innovative voices in entertainment today.

LuLu Li

Chinese multidisciplinary artist, who elucidates and exposes the unknown, hidden, and imperceptible through her art. Leveraging the power of sculpture, digital tools, video and painting, she creates visceral and distinctive work.

Mercedes-Benz by Nigo

Japanese music producer and designer Nigo has been a true driving force behind some of the most relevant street-inspired labels for the past 20 years. Currently Creative Director of Kenzo and Human Made.

Mercedes-Benz AG is one of the world's largest manufacturers of luxury passenger cars. As a pioneer of automotive engineering, the company's focus remains on innovative and green technologies as well as on safe and superior vehicles that captivate and inspire.

Palm Angels

By hybridizing Italian tailoring with Californian culture, Palm Angels disrupts the status quo, effectively erasing the borders between casual and formal. Francesco Ragazzi started Palm Angels in 2014 as a photographic documentation of LA's skater culture, then as a brand in 2015.

A\$AP Rocky

A multi-hyphenated artist, entrepreneur, actor and fashion icon, globally renowned for his experimental approach to music, and his flair and influence on the worlds of fashion, design and street culture.

Willow Smith

At the forefront of redefining boundaries and setting new standards of innovation and authenticity. A generational trailblazer and multi-faceted artist, musician, author, Daytime Emmy award-winning talk show host, and visionary.

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In addition to the Moncler Genius 2024 lineup, special showcases of creativity will be made by **Rick Owens**, the American-born, Paris-based multidisciplinary designer and label, famous for its distinctive and groundbreaking collections and aesthetics, creating a unique language in the world of fashion and beyond; and **Jil Sander**, the epitome of modernity, combining elegance and purity with innovative materials and exceptional quality. Under the Creative Direction of Lucie and Luke Meier since 2017, the brand pioneers modern luxury, building on a legacy of minimalism with sensuality and craft. They both will present their own concepts and collections at The City of Genius.

The inspiration for The City of Genius comes from a 1960s study according to which 98% of five-year-olds qualified as geniuses. By the time they reached adulthood, however, that percentage decreased to 2%. The process of living and the constraints of growing up somehow de-geniuses the mind.

The challenge for everyone is to keep our internal genius alive, following the example of the creative minds of the Moncler Genius 2024 roster, by keeping their 5-year-old selves alive and kicking.

The teaser campaign, titled Born Genius, imagines these Moncler geniuses as five-year-old muses of themselves.

Then, a short movie directed by photographer, artist and filmmaker Wing Shya – entitled The City of Genius – stars global brand ambassador Leah Dou as the embodiment of Moncler Genius. Set in a visionary city inspired by Shanghai, the film follows Leah from a 5-year-old child into adulthood, as she navigates the twists and turns of life while simultaneously maintaining and protecting her creative imagination, in order to go on living Genius.

Artist Xu Bing will link the experience, film, and campaign through a creative expression of calligraphy.

Based on Moncler and Shanghai's mutual values of innovation and creativity, The City of Genius will push the boundaries of fashion and luxury through a combined global and Chinese expression of creativity.

The event, that will close Shanghai Fashion Week, will outline the framework for the next year of Moncler Genius collections.

The City of Genius event will take place on October 19th and will be livestreamed on WeChat, Douyin, RED, and Weibo.

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About the artists

Xu Bing

Xu Bing, a renowned artist and professor, is one of the leading conceptual artists today working in the fields of language and semiotics. He has always been expanding the boundaries of art with the inventive breakthrough in his artistic creations. His works have been exhibited at prestigious art institutions such as the National Art Museum of China, the Museum of Modern Art in New York, and the British Museum in London, as well as numerous other galleries worldwide. Furthermore, Xu Bing has participated in international exhibitions, including the 45th, 51st, and 56th Venice Biennales, the Biennale of Sydney, and the Johannesburg Biennale.

Leah Dou

Moncler global brand ambassador Leah Dou is a singer-songwriter, actress, music producer and visual artist from Beijing. She began carving her own creative path writing music and playing the guitar at an early age. By the age of 20, she established her independent music label and has since released five critically acclaimed albums. Leah is also an award-winning actress.

Wing Shya

Wing Shya's work encompasses the realms of film, art, design and fashion. After graduating from Emily Carr University of Art + Design in Canada, Wing Shya returned to Hong Kong SAR and founded the award-winning design studio, Shya-La-La Workshop. Shya, who is renowned in typography and an outstanding graphic designer, has won numerous design awards for contributing numerous designs to the Hong Kong music and pop culture industries.

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 collections under the brand Moncler through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.

