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MONCLER x A\$AP ROCKY

Don't Be Dumb. Be Genius:

A\$AP Rocky's bold and energetic Moncler Genius collection turns up the volume on the brand's signature codes

Milan, September 22, 2025 — Moncler x A\$AP Rocky sees the multi-hyphenate artist, creative director, and founder of AWGE fuse the rebellious attitude and experimental energy of his music into a high-octane Genius collection debut. Rocky mixes his trailblazing aesthetic with Moncler's DNA to create something exhilaratingly fresh. A global icon with impact and relevance in myriad creative industries, he draws equal inspiration from the past and the future to shape a collection of garments that assemble like an urban protective uniform.

Inspired by vintage ski garments, a bold color-block palette of lava red, electric indigo, and bright emerald pops against black and white pieces. Playful practicality is the name of the game, as utility becomes a design feature. Graphics make a bold statement, with 'Don't Be Dumb', the title of Rocky's new album, emblazoned on back patches, and AWGE and Moncler logos making their stamp on hero, multi-layered waistband pants.

An evolution of Moncler's The City of Genius event in Shanghai, the campaign, photographed by Charlotte Rutherford, shifts into a blackout space that sharpens contrast and focus. Set against void-black backgrounds, the pieces punch through with saturated tones and high-sheen finishes.

The companion film, co-directed by Dan Streit, expands A\$AP Rocky's visual universe, echoing the helicopter aesthetic seen across his latest festival sets while adding a musical teaser for a song to come later this year.



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At The City of Genius, Rocky showcased the collection in his curated space, taking a theme of 'Where retro ski meets future sound' as his inspiration. Collection projections on wraparound screens encircled a custom sound pit, inviting guests to enjoy a curated playlist for a fully immersive sensory experience.

Moncler x A\$AP Rocky is available now in select Moncler stores and on moncler.com.

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.

