

# MONCLER

## MONCLER X GILGA FARM DESIGNED BY DONALD GLOVER

Moncler and Donald Glover reimagine an elevated outdoor wear collection inspired by Gilga Farm, where mountain heritage meets Californian orange groves

Milan, June 18, 2025 — For Donald Glover's debut Genius collection, the polymathic creative juggernaut reinterprets the brand's elevated mountain codes for high summer in Southern California, fusing function, purpose, and elegant design in a self-assured assemblage of laidback pieces. Under the celebrated writer, director, actor, comedian, and musician's stewardship, the brand's alpine roots find unexpected common ground and a heightened warm-weather aesthetic under the sun-drenched orange groves of Gilga Farm.

"Functionality is key — it's something that connects the world of Gilga and Moncler, we both create for real-world usefulness. The sleeping bag is one of the first products Moncler ever made, which inspired our sleeping bag jacket, but also led to a collection of summer fits grounded in real value." — Donald Glover

Known for genre-blending projects like *Atlanta*, his musical persona, *Childish Gambino*, and his ability to merge the surreal with the sincere, Glover infuses everything he touches with a distinct sense of humor and an offbeat, subversive charm. Founded in 2023, Gilga Farm — an operational farm and ideation sanctuary in Ojai, California, where creatives can gather organically and sow new ideas — inspires a collaboration shaped by poetry and purpose. His mantra, "The world revolves around your usefulness. Use that to move into what you are," frames his ready-to-wear foray, reflecting a philosophy of beauty through utility.

### THE COLLECTION: A WORLD OF USEFULNESS

Inspired by the creativity found on Gilga Farm, a lineup of durable, refined pieces transitions from field to street with understated beauty. Moncler's reputation for technical excellence meets Glover's human approach to storytelling and design to create a world where rugged materials, practical silhouettes, and soft color palettes work in tandem.

The orange — an emblem of Gilga — appears throughout the collection as the logo and referenced in the citrus palette. Moncler's signature comic-style mascot, Monduck, is reinterpreted as a farmer in playful graphics splashed across the collection.

The collection features trans-seasonal layers, but is geared towards summertime. Cloudlike down outerwear and quilted vests inspired by Moncler's mountain DNA are layered over workwear inspired pieces and shorts for a SoCal twist. With its palette of sun-washed pinks, creams, oranges, and blues, the collection evokes clear skies and



# MONCLER

sunsets over Gilga Farm's citrus groves. Fabrics are lightweight and convey a natural feel — cottons, technical linen canvas, and wool-cashmere knits. A heavy suede jacket in burnt orange is joined by lightweight nylon ripstop windbreakers. In signature Glover style, the collection sings with bright notes and surprises: a hero duvet jacket that becomes a sleeping bag for nights under the stars. Practical elements like gardening hats and sturdy sandals anchor each look in purpose, while oversized silhouettes, tech fabrics, humorous patches and whimsical details inject a modern youthfulness. An interpretation of the Moncler Trailgrip Vela sandal comes in a simple and utilitarian leather and cotton ribbon form, available in white, with pale pink Vibram sole. Gear for wandering minds and grounded feet.

## 'GOODNIGHT GILGA. MORNING MONCLER!'

Inspired by Moncler's design heritage and its first product being a sleeping bag, combined with Donald Glover's belief in the importance of human care and sleep, the collection campaign features sunset-to-sunrise lighting and comic strip graphics reinterpreting Moncler's iconic Monduck mascot through animated vignettes, signed off by the voice of Donald. His earliest memory of Moncler recalls the animated care label found inside his first Moncler jacket, these labels feature Monduck's playful garment washing instructions and have become a brand signature.

In a dreamlike video short, a cartoon Glover drifts off to sleep at Gilga Farm and wakes in a stylized Moncler mountain landscape — an allegory for the merging of two distinct but symbiotic worlds.

Moncler x Gilga Farm designed by Donald Glover is available now in select Moncler stores and on [moncler.com](https://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.

