

# MONCLER

## MONCLER X WILLOW SMITH

Willow Smith's debut ready-to-wear collection is a collision of contrasting worlds

*"Minimalism and utilitarianism. Femininity and masculinity. Black and white. Bringing juxtaposing ideas together in an elegant way is something that really excites me, and I wanted to explore that in this collection."*

Willow Smith

First unveiled at The City of Genius in Shanghai, the debut fashion collection by musician, actress, author and creative Willow Smith proposes a futuristic yet functional fantasy wardrobe, founded on the designer's personal style and a vision for new beginnings.

Willow's magnetic energy is captured in a series of imagery that explores the collection's core themes: colliding contrasts, rebirth and renewal, yin and yang, fresh starts – informed by Moncler's mountain origins and affinity for the outdoors. Willow's creativity powers every aspect of the collection's accompanying videos and images: as well as driving the concept, she models her designs, narrates a short film, and provides the soundtrack. Shot predominantly in black and white, echoing the collection's monochrome palette, her dramatic sculptural pieces come to life in dynamic poses, enhanced by stylized graphic lighting.

Multifunctionality is key for a wardrobe made to keep pace with lifestyles that pendulum from outdoor explorations to inner city elegance, appreciating the beauty in both. "I'm incredibly passionate about the outdoors and exploring this magnificent earth. I imagine these clothes effortlessly transitioning from nighttime camping to high-fashion eveningwear" commented Willow on the collection's natural duality.

In the true spirit of co-creation, Willow pulls the multifaceted world of Moncler into her deeply personal creative orbit, reimagining house signatures to put forth something new. An exclusive logo and monogram play with an inverted 'W' and Moncler 'M'. Silver ring motifs and circular accents recall Willow's signature piercings - appearing on hardware, as oversized features on tees and hoodies, or threaded onto logo patches. Handwritten lyrics to her recent single 'Alone' capture her lifelong passion for music and expression.



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A standout down jacket dress resembles a sleeping bag - a nod to Moncler's iconic 'duvets' - and is transformable thanks to a detachable hem, with oversized pockets. Workwear-influenced canvas trousers can be cropped with the pull of a zipper. Contrasting shades of black and moon-dust white reinforce the duality at play, while highlighting Willow's minimal aesthetic and maximum versatility imperative. Sturdy protective shells, tough fabrics, cocooning knits, and heavy sweatshirts are tempered by sinuous cutouts and shrunken silhouettes. Voluminous outerwear offsets body-skimming base layers in pieces designed to move wherever the mood dictates - mountain, red carpet, and anywhere in between.

Moncler x Willow Smith is available in select Moncler stores and on [moncler.com](https://www.moncler.com) from November 21<sup>st</sup>.

## Willow Smith at The City of Genius

Willow's collection debuted in Shanghai at Moncler's The City of Genius event on October 19th, alongside nine other collections from the next generation of Moncler Genius co-creators.

In a presentation space titled '*Where we wake up to a new beginning,*' Willow invited guests to explore a post-apocalyptic garden, a return to lushness, where humans and nature can once again exist in harmony. Presented as an abandoned village reclaimed by the will of organic growth, the dark atmosphere was tempered and subdued by a green gradient palette that breathed urban-oasis life into the setting. Emerging from unexpected places, the vegetation represented healing, support, and rebirth. The space was framed by circular motifs inspired by the sleek hoops that pierce Willow's collection.



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## About Willow Smith

The incomparable WILLOW is a multi-faceted artist, actress, creator, and visionary. By the time most people are barely out of college, WILLOW has been a tween pop sensation, a rock star, an actress, an author with her debut novel BLACK SHIELD MAIDEN published in May 2024, an artist, a fashion icon, and a Daytime Emmy Award-winning talk show host.

At just 23-years-old, WILLOW has built a critically acclaimed discography traversing a breadth of sounds, from neo-soul (2015's *Ardipithecus*) and psychedelic folk (2019's *WILLOW*), to pop-punk (2021's *lately I feel EVERYTHING*) and experimental hard rock (2022's *<COPINGMECHANISM>*). Her sixth album, *empathogen*, pushes the envelope even further.

Produced by WILLOW, Eddie Benjamin and Chris Greatti, *empathogen* is a genre-bending album. Inspired by a meditative mix of jazz, classical and indigenous tribal music, with features from Jon Batiste and St. Vincent, it sees WILLOW tapping into "ancestral energy" to evoke a sense of mystery, playfulness and depth. Coming off the back of two heavy guitar albums and countless achievements, including 1B streams on sleeper hit "Wait A Minute," *empathogen*, which debuted at #1 on Billboard's Contemporary Jazz Album chart, brings things back to earth. With soul searching lyrics and her vocals taking center stage, WILLOW has created something truer to herself than ever before.

Her 2022 album *<COPINGMECHANISM>* found the young artist cementing her place in the rock pantheon with praises from Pitchfork that stated she "makes a case for a spot as one of her generation's most versatile vocalists," and was hailed by The New York Times and Rolling Stone as one of the best of 2022. The album landed WILLOW two coveted Saturday Night Live slots - her debut on the show featuring explosive performances of "curious/furious" and "ur a stranger" came fresh off the heels of her joining Camila Cabello's performance of their shared track "psychofreak." Additionally, the album earned her a nomination for "Best Alternative Artist" at the 2022 iHeartRadio Music Awards.



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WILLOW launched her music career with the release of her history-making single, “Whip My Hair” just before her 10th birthday in 2010. “Whip My Hair” has been certified double platinum in the US, making Willow the youngest artist ever in the US to have a double platinum single. In the years to follow she would release a line of genre-bending projects that would garner her praise and recognition from the likes of BILLBOARD, PITCHFORK, BET Awards, and the MTV Video Music Awards among others.

Her depth of creativity also extends to her fashion and brand partnerships. Dior Beauty recently welcomed her as an ambassador, describing her as “one of the most visionary and daring young women of her generation, of which she is most definitely a major icon.” WILLOW also served as the face of Mugler’s “Alien Goddess” and Maison Margiela’s “Mutiny” fragrance campaigns, an ambassador for both Chanel and Cartier, and even collaborated with Stance Socks to create her own line in 2016.

WILLOW’s film and television credits include KIT KITTREDGE: AN AMERICAN GIRL, I AM LEGEND alongside her father Will Smith, MADAGASCAR: ESCAPE 2 AFRICA, “We Baby Bears,” and “Adventure Time” among others. WILLOW also saw a 5-season run hosting “Red Table Talk,” a family talk show alongside her mother Jada Pinkett Smith and grandmother Adrienne Banfield-Norris. The show was well-regarded for tackling current social and cultural issues with an intergenerational perspective. It earned a 2021 Daytime Emmy Award for “Outstanding Talk Show” and was nominated in several Daytime Emmy Award and NAACP Award categories over the course of its existence.

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.

