

MONCLER

MONCLER X FRGMT

Hiroshi Fujiwara examines quiet simplicity that speaks volumes

Milan, February 20, 2025 – Designer, DJ, producer, street style tastemaker: Hiroshi Fujiwara's passion for subcultural niches converges with a fixation on the archetypes that define the everyday wardrobe.

The longtime Moncler Genius friend and collaborator's latest menswear collection reimagines functionality and technical expertise on deceptively 'everyday' pieces. Subtle surprises reinforce the sense of heightened sophistication. Deft construction, numerical graphics, artisanal embroidered touches, and hyper-playful Y2K graphics take city-driven casual wear to a new place under Hiroshi's curatorial eye.

Graphics, as ever, are key for Fujiwara. From the ornamental, to the profound – every detail speaks to the polymath's far-reaching cultural references. Embossed logos and numerical codes enrich the unique design language. Cartoon kitten and bunny creations by viral Korean illustration studio Nayeon & Rang play alongside embroidered philosophical quotes – including Nietzsche's 'Without music, life would be a mistake' and Aristotle's 'There is no great genius without some touch of madness.'

Slick black nylon in matt and shiny finishes steers the collection, pierced by contrast embroidery. Sporty nylon parkas and varsity jackets tap into Americana silhouettes, alongside classically tailored car coats and workwear jackets with a distinctive British flavor. Classic Moncler signifiers are revisited in lighter weight outerwear, featuring a new grid-quilted boudin. The iconic Maya2 and Everest2 jackets are reworked for spring in '50% lighter' iterations.

The campaign 'Where nothing means everything' was shot at The City of Genius show in Shanghai last October, set within the art installation *Looking Glass*, 2024, by the internationally renowned British sculptor Richard Wilson RA – commissioned by Moncler and Hiroshi to create an environment inspired by the reflection of the slick black nylon used throughout the collection.



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Moncler x FRGMT 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.



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