



MONCLER GENIUS. THE PROJECT

An explosion of creative energy; this is the lifeblood running through the Moncler Genius project, a new multi-faceted chapter for the brand combining a variety of contributions which coexist alongside one another, creating a mosaic of differences and extraordinary individuality. These varied voices and approaches, some of which differ vastly from each other, are combined with highly distinctive languages, all brought together in a single design process conceived by Moncler.

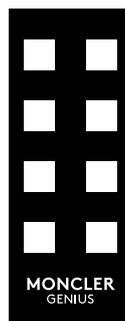
For Moncler Genius change is necessary, an ongoing renewal which prompts us to look far ahead, beyond every aesthetic and ideological frontier.

Moncler continues to explore the infinite possibilities of its uniqueness, adopting a special mix with autonomous, distinctive meanings. It is as if the present can be read in its contrasting lines whilst projecting itself into a future which begins now. Moncler Genius is a launch platform built on an unrivalled capacity for innovation and technological research, driven by unshakable faith in creativity.

“We have chosen designers that differ greatly from each other as we have always spoken to different generations”, says Remo Ruffini, Chairman and CEO of Moncler, who originally conceived this ground-breaking turning point for Moncler. “We constantly need to offer new experiences and new ideas. Moncler Genius is divided into several collections over the year. We have overhauled everything, by overcoming the very concept of seasons. Our approach is monthly, weekly, daily. An approach which considerably reduces the time that elapses between the collections’ presentation and when they actually arrive in the stores”.

There are eight sections that together express the Moncler Genius project, and which involve different creative figures. A task force to yield as many creative areas which define the company’s identity. The brand’s DNA is revealed through the various visions, supporting and cultivating the many and varied options for bringing them to life. Moncler Genius overcomes any and every timeframe and approach: from next June, the collections will be making singularly their debut in Moncler boutiques and selected multi-brand shops and department stores, and will be available for a defined period of time, until October, when they’ll be brought together in several Moncler flagship stores as well as pop-up stores in various cities around the world, including NY and Tokyo. A succession which is as emblematic as it is rapid all over the world, and must once again represent speed, movement and true dynamism.

“The world has changed”, concludes Remo Ruffini “the digital era has given us a new strength. The consumer wants a less filtered, more direct and above all continuous relationship. This strategic change in direction is the answer to this specific need, as well as a desire”.



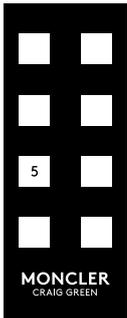
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MONCLER GENIUS

5-MONCLER CRAIG GREEN LAUNCH DATE: AUGUST 22ND



Craig Green focuses on elements that are closely linked to the human condition, being protection and function his major issues. Ever the pragmatist, Green devised overblown, sculptural shapes built like sums of cubic elements that retain a sense of function, working solely with matte nylon and cotton dawns. As radical as his sculptural down-filled forms appear, completely rewriting the dialogue between clothing and body, looking like flotation devices, or life-saving rafts, they are meant to be properly worn and used. Padding is brought to the ultimate level, making pieces look gigantic yet still very light, as if they were filled with air. Protection gets to the furthest, turning looks into soft contemporary armors, with hoods concealing faces. Amplified in their symbolic as well as functional presence, the garments resemble habitats: self-sufficient units to inhabit and live in under extreme conditions. As such, Craig Green heralds a futurist vision which fiercely puts the human being at the center. Coming in an uncompromising palette of white, black and midnight blue, the collection has a radical presence. Black stitches create pinstripe effects, landing a graphic touch.

CRAIG GREEN BIOGRAPHY

“I have always explored ideas of protection and functionality within my work, something that is also at the core of Moncler’s heritage. I thought it would be interesting for these ideas to be pushed further, interpreting Moncler’s performance based history, and developing designs with their years of technical knowledge and expertise”, Craig Green.

London-born designer Craig Green established his namesake label in 2012, shortly after graduating the Fashion Masters course at Central Saint Martins. He has since carved a unique position amongst the city’s most innovative menswear designers, and continues to earn both critical and commercial success globally. Green’s accolades include Emerging Menswear Designer at The British Fashion Awards 2014, the BFC/GQ Designer Menswear Fund prize 2016, and British Menswear Designer at The Fashion Awards 2016 and 2017.

5 MONCLER CRAIG GREEN will be available from August 22nd
in Moncler boutiques and moncler.com. The collection will be exclusively available for 5 days on
SSENSE.com and from August 27th also in selective wholesale networks worldwide.

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. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through its boutiques and in exclusive international department stores and multi-brand outlets.

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