



MONCLER GENIUS THE NEXT CHAPTER. INVENTION AND INNOVATION.

Moncler Genius, the new creative and business vision involving different creative minds, each one devoted to several interpretations of Moncler — released singularly one dot at time with continuous flow — unveils “The Next Chapter”. On February 20th 2018, Moncler breaks the rules presenting the Moncler Genius Building. An innovative project and a new strategy aimed at disrupting the traditional twice-yearly rhythm of the fashion shows, by showing eight different collections all at once, while rolling out them once a month with individual and dedicated 360° launch plans. Both creativity and uniqueness are the fuel to this brand new project. Moncler Genius reflects a shifting world that overcomes the temporality of the seasons and represents a new course for the brand: different creative approaches, and therefore collections, redefine the Moncler dialectics in the digital era, establishing a constant dialogue with the consumer looking at all generations.

On September 19th 2018, Moncler Genius evolves organically and completes its Moncler Genius Building offer filling in “The Next Chapter” with new collections to cover the whole year with an ongoing plan still keeping the brand’s unique heritage and traditions alive, while having a clear vision of the future that lies ahead. One house speaking through different voices, in a progressive, even pioneering way.

“The Next Chapter” of Moncler Genius is disclosed today through different immersive video installations that illustrate the creative spirit, intentions and atmosphere of each collection. The Moncler Genius concept is so strong that it can pierce the screen. Working solely with the medium of video, each designer chose a personal take on the visual narrative. Moncler 1952 deconstructed and reconstructed whole outfits and details in endless geometric variations that build a hypnotic video collage. Simone Rocha gave sensual tangibility to an English garden in full bloom, letting petals and leaves and flowers unfurl on screen. Craig Green explored and blasted the sculptural tension and sense of protection of his pieces by unleashing them into a video-space. The modular constructivism of Noir Kei Ninomiya translated into a computerized reconstruction of a 3D virtual garment model. Fragment Hiroshi Fujiwara created a cinematic animation that describes an adventure through elements and seasons.

The language is new to match this progressive timeline. Moncler Genius is a constant stream, on and offline, be it with product or creative acts. Showing the product on screens is a radical sign in sync with both the freewheeling creativity of Moncler Genius, its business mode and its fearless spirit.

Moncler Genius follows its own rules showing in an exhibition the significant vision that’s behind it. Virtual and real, online and offline always work in unison in Moncler Genius. With product at its core, the virtual becomes possible because the real comes first. For this reason, the product is video-featured and not shown.

“The Next Chapter” of Moncler Genius is unveiled in an industrial space that works as a gallery. Throughout each room, spectators will become immersed in a pure, undiluted vision of each Moncler Genius - a kaleidoscope of images for a chorus of different voices, speaking for one house.

Relying on a unique creative vision, shaping visions of uniqueness in a totally free way, Moncler Genius affirms once more its progressive ethos based on invention and innovation.

MONCLER SPA

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2 – MONCLER 1952 expands its scope as an evolution of Moncler’s classics. For men the collection oozes a pop, urban zest, as highlighted by prints with an high visibility theme. For women, the urban wardrobe is reinterpreted playing with volumes, textures and shapes, in a mix of technical and precious materials such as laqué nylon and printed crêpe de chine.

Video Director: Marco Adamo Graziosi + Maria Host-Ivessich (Magmhi)

Production: Think Cattleya

4 – MONCLER SIMONE ROCHA explores the nature of femininity through the world of gardens and gardening, devising romantic silhouettes swarming with flowers in bloom. Moncler’s *Longue Saison* duvet is twisted and delicately turned, in a multiplication of flaps, pearls, sequins, flower prints and appliqué. PVC surfaces, aprons, hats, foulards, furry slippers and wellingtons provide an eccentric touch.

Video Director: Tyler Mitchell

Production: Sylvia Farago

5 – MONCLER CRAIG GREEN works around notions of protection and performance. His wearable habitats draw inspiration from tents and kites. The idea is brought to the extreme in the hooded capes with strings, the dramatic, inhabitable shape highlighted by a strong use of bold, hi-contrast colors. Quilting and prints are fused in innovative ways in the kite surfing-inflected pieces.

Video Director: Dan Tobin Smith

6 – MONCLER NOIR KEI NINOMIYA reinvents of repetition, modularity and geometric abstraction. His pieces result from the sum of small modules, multiplied and held together by miniature metal rings: an industrial-looking technique made possible by painstaking manual labor. The all-black line up also features chains, petals, ultra-sound logos. Forms are tough yet feminine.

Video Director: Kei Ninomiya in collaboration with Setsuya Kurotaki

7 – MONCLER FRAGMENT HIROSHI FUJIWARA tweaks plain items in subtle ways, hiding technical features, lightness and pack-ability behind a seemingly normal appearance. The selection of pieces revolves around the theme of the World Tour, drawing on both ideas of travel and music. Rain jackets, plaid blazers, parkas, field jackets and travel jackets are stamped with Fujiwara’s trademark slogans.

Video Director: Michal Socha

Production: Acme Filmworks

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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