



## MONCLER LAUNCHES ITS MONCLER GENIUS POP-UP STORE EXCLUSIVELY ON TMALL

*Milan, September 25th 2018* – Moncler announces the launch of its Moncler Genius collections on an exclusive pop-up store on Tmall Luxury Pavilion, Alibaba Group’s dedicated luxury platform catering to high-end shoppers in China. The Moncler Genius project houses eight different collections, each one devoted to a singular creative mind while incorporating facets of the Moncler identity under the motto “One house, different voices”. The company first presented the collections during Milan Fashion Week through the Moncler Genius Building project on February 20, 2018, and is now officially launching all of the Moncler Genius Collections.

To mark its first cooperation with Alibaba Group, Moncler will launch the Moncler Genius pop-up store on Tmall Luxury Pavilion (Pavilion.space.tmall.com) on September 27 for a limited time to provide customers with a new immersive digital shopping experience. Tmall Luxury Pavilion is a virtual app within Tmall, offering the look and feel of pure luxury that shoppers would get in a traditional boutique – with customized search, intelligent recommendations and in-season, on-trend luxury offerings.

“Moncler Genius is a vision that goes beyond seasons, bringing together complementary and diverse products that become a platform for creativity. It is able to establish a daily dialogue with the consumer, while marking a new and important chapter for the brand, in terms of both approach – looking at all generations – and communication – looking at digital.” said Remo Ruffini, Chairman and CEO of Moncler. “Digitalization opened a new era, and luxury brands are adapting to changing shopping habits as the sector attracts younger consumers who are constantly seeking eye-catching new items. I think China is our biggest digital challenge for the next years and I am happy to partner with Tmall to offer customers a great, unique shopping experience through one of the most exciting on-line pop-ups we have created.”

“Alibaba’s Tmall Luxury Pavilion is excited to partner with Moncler to create an exclusive online space for its revolutionary Moncler Genius Collections and support the brand to reach Chinese luxury consumers,” said Jessica Liu, President of Tmall Fashion and Luxury. “Tmall Luxury Pavilion is the preferred platform of millennial, digital-savvy luxury shoppers who are seeking innovative and exclusive experiences such as the Moncler pop-up shop. We look forward to leveraging our unparalleled technology and consumer insights to effectively engage with Moncler’s consumers both today and into the future.”

The eight designers participating in the Moncler Genius project were chosen due to their distinctive styles. Each Moncler Genius collection has at its core the classic Moncler down jacket, which has been presented in a variety of styles in order to cater to the individual needs of all customers, including the demands of younger generations.

Six of the Moncler Genius collections will be available on the Moncler Genius Tmall Pop-up Store immediately – Moncler 1952, Moncler Simone Rocha, Moncler Craig Green, Moncler Noir Kei Ninomiya, Moncler Fragment Hiroshi Fujiwara and Moncler Palm Angels. They will be presold exclusively online on Tmall starting from September 27th, and will then be available on moncler.com as well as in Moncler’s pop-up stores offline beginning of October 4. Moncler will also offer *The Yellow* capsule, an exclusive collection specially designed for the Moncler Genius Pop-up Store.

Moncler Genius Tmall Pop-up Store represents a bold step for the brand’s retail expansion into the digital sphere. It takes a real breakthrough and looks at the future.

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### 1 Moncler Pierpaolo Piccioli

Pierpaolo Piccioli stripped the classic duvet to the clearest shape following the idea that purity is reached when form reflects essence. His take on functionality has a couture élan.

### 2 Moncler 1952

Moncler's trademark classics reinterpreted with pop colors and contrasting enlarged logo. Moncler 1952 is an homage to the brand's year of birth and defines the natural evolution, of over 65 years of history, based on technical research and creativity.

### 3 Moncler Grenoble

A peculiar flair for mix and match at work distinguishes Moncler Grenoble. Prints and fabrics, considered wide of the mark for mountain gear, assume a technical quality while keeping the playful sophistication intact.

### 4 Moncler Simone Rocha

Simone Rocha had images of daring Victorian climbers in petticoats in mind. She worked on voluminous silhouettes and deconstructed proportions merging a taste for embellishment with the performance quality of Moncler.

### 5 Moncler Craig Green

Craig Green conceives items that rewrite the dialogue between clothing and body, dress and habitat. He followed functional considerations, which he subsequently blew into abstraction without sacrificing a stringent need for pragmatism.

### 6 Moncler Noir Kei Ninomiya

Kei Ninomiya builds impactful silhouettes with Noir by multiplying modules into wearable geometries. For the first time, he applied his own painstaking craft to duvet, even turning it into knit.

### 7 Moncler Fragment Hiroshi Fujiwara

Hiroshi Fujiwara is a cultural fomenter and a pop infiltrator. He has a personal way to subtly tweak items giving them a cult-status spin. He shifted the Moncler duvet to his own parameters.

### 8 Moncler Palm Angels

Moncler duvet reduced to the essence, with an exercise in merchandising translated into a gift shop, playing with slogans and logos to spread the message virally.

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*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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