



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.

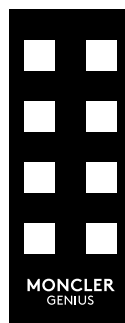
For Moncler Genius change is necessary, an ongoing renewal which prompts us to look far ahead, beyond every aesthetic and ideological frontier.

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”.



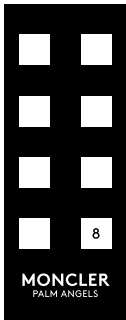
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MONCLER GENIUS

8-MONCLER PALM ANGELS LAUNCH DATE: OCTOBER 4TH



Francesco Ragazzi applied his own skills of communicator to the collection, which is conceived as a gift shop in that museum of contemporary creativity that is Moncler Genius. In this approach, eye-catching slogans meant to go viral - Make It Rain and I'm So High - as well as Moncler Genius' very own logo are featured predominantly, making a statement and becoming integral to a keen operation of merchandising as design. The overall spirit is bold and graphic, as highlighted by the unremitting color palette of bright red and black, with shots of white and by a range of materials in which shiny nylon and acetate grab attention. Shapes are functional, with a twist: puffers, body warmers, tracksuits, parkas, drawstring tops, hooded sweatshirts, t-shirts and leggings are modules that can be mixed and matched individually, as the fast metropolitan lifestyle requires. The spirit is versatile: a pop-grunge-rock mix 'n match that can take a variety of forms and adapt to different situations, as summed up in the chameleon-like sandal-sneakers that can be worn with thick knitted socks or gym socks. Casual and provocative, the remix of influences generates a kaleidoscope of sensations.

PALM ANGELS FRANCESCO RAGAZZI BIOGRAPHY

"A curated project like Moncler Genius is akin to a living museum of contemporary creativity. It needs a gift shop in order to spread the message virally and I am here to provide that", Francesco Ragazzi.

School of Visual arts, Milan-born Francesco Ragazzi started Palm Angels in 2011 as a photographic documentation of LA's skater culture. The endeavor evolved into a book, published by Rizzoli in 2014, and subsequently into clothing in 2015. The photographic gaze onto a peculiar and long-lasting subculture is the same Ragazzi applies to the collection. Ragazzi's aim is to appropriate key elements, transmogrifying them to give a new meaning while keeping the authenticity and telling a story. His own story.

8 MONCLER PALM ANGELS will be available from October 4th
in Moncler boutiques, moncler.com and 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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