



MONCLER GENIUS. THE PROJECT

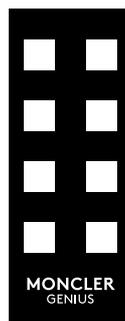
An explosion of creative energy; this is the lifeblood running through the Moncler Genius project, a new multi-faceted chapter for the brand combining a variety of contributions which coexist alongside one another, creating a mosaic of differences and extraordinary individuality. These varied voices 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”.



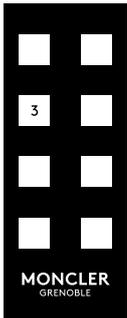
MONCLER SPA

Via Solari 33, 20144 Milano [T] +39 02 42203500 [F] +39 02 4220451



MONCLER GENIUS

3-MONCLER GRENOBLE LAUNCH DATE: NOVEMBER 1ST



Sandro Mandrino has exquisite taste, but he knows how to shake things up. He mixed playfulness and sophistication, injecting a quirky mix ‘n match energy while taking Moncler’s technical foundations on unexpected grounds. Mandrino worked with patterns, prints and fabrics which are considered a counterintuitive choice for mountain gear and gave them a technical spin, keeping the sense of joyous elegance. The result is a cheerful collection for both men & women that invites the wearer to further play with patterns, colors and textures, creating individual mixes. The overall feeling is optimistic and bright, with a hint of the Sixties: colorful paisleys, velvets in geometric patterns, fearless mixes of flowers and stripes. Jackets and cropped jackets are adorned with Scandinavian motifs; flowers swarm on tracksuits and astrakhan jackets recur in colorful variations; tartan pea-coats feature shearling collars and trims. It’s all about theme and variations, in a palette ranging from solid black to prints, with looks played in addition. Printed gloves further highlight the mix of patterns. The distinctive silhouette flares at the bottom, emphasized by the two-tone hiking boots.

GRENOBLE SANDRO MANDRINO BIOGRAPHY

“Performance is a fundamental asset for Moncler. I took the brief as a challenge. Moncler Genius puts the consumer first: it is the infinite ways things can be worn and interpreted that make the difference”, Sandro Mandrino.

Sandro Mandrino is an Italian designer with a solid and long career in high-end sportswear segment for key luxury players. His connection to the DNA of the Moncler Grenoble collection is unparalleled. With nearly seven years as a Head of Design for Moncler Grenoble, he followed the project since its launch in 2010 in New York. Sandro expresses since ever an authentic leap for technical experimentation to create always innovative and unreleased creations with a peculiar bent for mixing up uncommon fabrics and unused technical feature.

Moncler is strengthening its ties with London and has recently announced the re-location of the Sloane Street boutique, moved to number 182-183. From November 3rd, the former Moncler boutique at 197 Sloane Street be-comes the first temporary store dedicated to the Moncler Grenoble collection, the brand’s long-standing technical skiwear line. The new temporary space celebrates the Moncler Grenoble collection with an added touch: the store’s interiors are renewed with an innovative mix of colors and optical illusion geometric style floors, while materials and finishing are still designed by architectural firm Gilles & Boissier featuring the unmistakable hallmark of the “haute montagne” style. The boutique harks back to the DNA of the Moncler world, reinterpreting it in a luxurious contemporary style, carrying the Moncler Grenoble F/W 18 – 19 range including 3 Moncler Grenoble collection.

MONCLER GRENOBLE will be available from November 1st
in Moncler boutiques and moncler.com. The collection will be exclusively available for 5 days
on mytheresa.com and from November 6th 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.

MONCLER SPA

Via Solari 33, 20144 Milano [T] +39 02 42203500 [F] +39 02 4220451