



## MONCLER GENIUS SPECIAL ITEMS

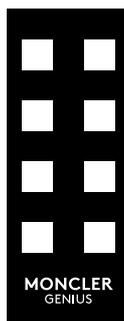
Moncler Genius is a dynamic project in constant motion that brings together complementary and diverse products that become a story and platform for a creative adventure which looks at the future and has found its highest expression in The House of Genius of New York and Tokyo temporary stores.

Opened in October and lasting till December 2018, Moncler The House of Genius in New York and Tokyo temporary stores has been designed as interactive spaces able to establish a close and comprehensive contact with the metropolitan context in which they insert themselves as well as able to reserve an unprecedented Moncler experience for the consumer presenting all the MONCLER Genius collections together and special items developed by all the project's designers.

Special items expressing the creative synopsis of Moncler Genius, will be available only in the two temporary Moncler Genius Building in New York and Tokyo. Limited edition products so full of personality and value like the vinyl recorded by the French Oscar winner Alexander Desplat, commissioned by Pierpaolo Piccioli, as well as the long sleeves gloves of the 1 Moncler Pierpaolo Piccioli; the vintage duvet patchwork blankets, inspired by the 2 Moncler 1952 collection; the romantically retro and decidedly pragmatic boots and jewellery of Simone Rocha; the colourful ski helmets of 3 Moncler Grenoble. Craig Green immersed himself in the British male tradition of Grenson shoe-maker, while Hiroshi Fujiwara curated a limited edition book and realized a snowboard in association with Burton. A skateboard, a bag and air-mask, accompanied by a book, are the viral interpretations of Palm Angels' Francesco Ragazzi together with the *Make it Rain* umbrella, with a unique aerodynamic shape able to float in the wind. The Christmas's vibe can be found in the greetings cards designed by Ham and in tree decorations in fine bone China ceramics created by designer Reiko Kaneko. Finally, the key Moncler Genius collections' looks are embodied in the collectable mini-doll set.

In addition, to animate Moncler boutiques and moncler.com, has been introduced *The Yellow* collection based on one shot products, cult items in a limited edition, distinguished by yellow and black, the two colours chosen to define the communication of Moncler Genius like t-shirts, laptop sleeves in duvets, knitwear caps, a belt-bag, the feather down gilet.

A true representation of the brand which multiplies the theme game, the narrative scope and communication ad infinitum bringing to life new special items, a perfect gift for the upcoming Christmas season.



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## MONCLER GENIUS SPECIAL ITEMS

The House of Genius, New York  
106 Spring Street, Soho  
10012 New York

The House of Genius, Tokyo  
5-2-12 R2-A Minami – Aoyama, Minato-Ku  
107-0062 Tokyo

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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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