



## 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.

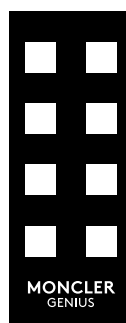
For Moncler Genius change is necessary, an ongoing renewal which prompts us to look far ahead, beyond every aesthetic and ideological frontier.

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 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.

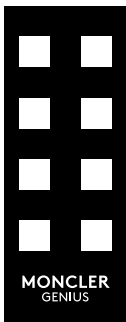
“The world has changed”, concludes Remo Ruffini “the digital era has given us a new strength. The consumer wants a less filtered, more direct and above all continuous relationship. This strategic change in direction is the answer to this specific need, as well as a desire”.





## MONCLER GENIUS

### MONCLER POLDO DOG COUTURE LAUNCH DATE: NOVEMBER 15TH



Moncler Poldo Dog Couture is a project entirely dedicated to man's best friend, for which the brand has designed – in collaboration with Poldo Dog Couture – a mini collection for our four-legged friends, to ensure that they can face harsh winters in perfect warmth and total comfort. Point of reference for this collection, the classic down jackets, that have now also been extended to include others colours and to be able to dress all 'our best friends'. The clothing features the brand's most iconic material of all, the nylon laqué and the range of colours has been enriched to introduce new hues, ranging from light blue to baby pink and fuchsia. The waistcoats have been interpreted in two variations: the reversible version comes with a hood and is available in two-tone red and blue, whilst the waistcoat with a practical detachable hood is made in the French flag tricolor. The French flag tricolor in fact also appears in the tape used for the collar and the matching leash. For less chilly days, there is a hoodie presented in bright blue or red colours, and animated by contrasting trimmings and by Moncler's writings.

MONCLER POLDO DOG COUTURE will be available from November 15th in Moncler boutiques, [moncler.com](http://moncler.com) and in selective wholesale networks worldwide.

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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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