



MONCLER GENIUS ONE HOUSE, DIFFERENT VOICES

Milan, 1st February 2019

One year after its groundbreaking inception, Moncler Genius keeps evolving, truthful to its motto: one house, different voices.

Change happens in the frame of continuity and this season, the group of designers evolves with the addition of Richard Quinn and Matthew Williams of 1017 ALYX 9SM. Veronica Leoni and Sergio Zambon share the helm of Moncler 1952.

Remo Ruffini conceived Moncler Genius as a new communication and business model that acknowledges the diversity of the contemporary customer in the digital era. He affirms “Moncler Genius is an answer to the times, a symposium of creative minds and an inspiring place. Each Genius operates singularly and the sum of the Geniuses interprets the Moncler identity. Different rooms house different visions, all of them shaping the global Moncler message and the Moncler Genius Building contains them all”.

The Geniuses’ visions will be unveiled in Milan on February 20th with an event presenting the Moncler Genius collections from: Pierpaolo Piccioli & Liya Kebede, Sergio Zambon and Veronica Leoni for Moncler 1952, Sandro Mandrino for Moncler Grenoble, Simone Rocha, Craig Green, Matthew Williams of 1017 ALYX 9SM, Richard Quinn, Fragment Hiroshi Fujiwara, Palm Angels Francesco Ragazzi and Poldo Dog Couture.

Moncler Genius is a creative hub promoting the energy that comes from a mix of different cultures: it’s a vision beyond borders of season, age and taste, talking to all generations of customers throughout a product rooted in Moncler’s unique heritage and values. The new luxury turns aspiration into inspiration as it is related to true values. Moncler Genius pursues that, clearly, as it has done since it first engaged with distinctive audiences.

Moncler Genius authentically continues to embrace multiplicity, enhancing it for creators and consumers: it’s a unique project, made of unique products and unique experiences, stemming from a curatorial approach. The focus is on both the variety of the product and the unicity of the client. The sum of the two is the awareness of inclusive luxury. The Moncler Genius Building is the place where the Moncler spirit becomes an experience.

What makes the project authentic and powerful with a brand new energy is the fact that the product is the core, taking different shapes according to the vision of each creator. Each collection will be released singularly through monthly projects, both physical and digital. Continuity is an asset that lets the project live, breath and expand. Virtual and real, online and offline work in unison. The uniqueness of the creator mirrors the uniqueness of the consumer. Each Moncler Genius speaks to a cross-section of global customers giving life to a unique community. The Moncler community.

In rewriting the rulebook and putting the consumer first, promoting access as the highest expression of inclusivity, Moncler will open the Moncler Genius Building on 24th February to the general public as well, creating a synergy with the city of Milan, endorsing unexplored metropolitan areas.

Moncler is one house that continues to speak through different voices with an inclusive, unique and artful language.

MONCLER IS CONTINUING TO EXPLORE THE SURROUNDING SPIRIT OF ITS UNIQUENESS

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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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