



MONCLER GENIUS THE NEXT CHAPTER. INVENTION AND INNOVATION.

Moncler Genius, the new creative and business vision involving different creative minds, each one devoted to several interpretations of Moncler — released singularly one dot at time with continuous flow — unveils “The Next Chapter”. On February 20th 2018, Moncler breaks the rules presenting the Moncler Genius Building. An innovative project and a new strategy aimed at disrupting the traditional twice-yearly rhythm of the fashion shows, by showing 8 different collections all at once, while rolling out them once a month with individual and dedicated 360° launch plans. Both creativity and uniqueness are the fuel to this brand new project. Moncler Genius reflects a shifting world that overcomes the temporality of the seasons and represents a new course for the brand: different creative approaches, and therefore collections, redefine the Moncler’s dialectics in the digital era, able to establish a constant dialogue with the consumer looking at all generations.

On September 19th 2018, Moncler Genius evolves organically and completes its Moncler Genius Building offer filling in “The Next Chapter” with new collections to cover the whole year with an ongoing plan still keeping the brand’s unique heritage and traditions alive, while having a clear vision of the future that lies ahead. One house that speaks through different voices, in a progressive, even pioneering way.

“The Next Chapter” of Moncler Genius is disclosed today through different immersive video installations that illustrate the creative spirit, the intentions and the atmosphere of each collection. Moncler Genius concept is so strong that it can pierce the screen.

Working solely with the medium of video, each designer chose a personal take on the visual narrative. Moncler 1952 deconstructed and reconstructed whole outfits and details in endless geometric variations that build an hypnotic video collage. Simone Rocha gave sensual tangibility to an English garden in full bloom, letting petals and leaves and flowers unfurl on screen. Craig Green explored and blasted the sculptural tension and sense of protection of his pieces by unleashing them into a video-space. The modular constructivism of Noir Kei Ninomiya translated into a computerized reconstruction of a 3D virtual garment model. Fragment Hiroshi Fujiwara collaborated with artist Michal Socha on a cinematic animation that describes an adventure through elements and seasons.

The language is new to match a progressive timeline. Moncler Genius is a constant stream, on and offline, be it with product or creative acts. Showing the product on screens is a radical sign in synch with both the freewheeling creativity of Moncler Genius, its business mode and its fearless spirit.

Moncler Genius follows its own rules showing in an exhibition the significant vision that’s behind it. Virtual and real, online and offline always work in unison in Moncler Genius. Having product at the core, makes the virtual possible because the real comes first. So much so that the product is video-featured and not showed.

“The Next Chapter” of Moncler Genius is unveiled in an industrial space that works as a gallery. Throughout each room, spectators will get inside a pure, undiluted vision of each Moncler Genius. A kaleidoscope of images for a chorus of different voices, speaking for one house.

Relying on a unique creative vision, shaping visions of uniqueness in a totally free way, Moncler Genius affirms once more its progressive ethos based on invention and innovation.

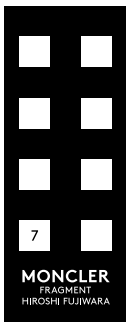
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MONCLER GENIUS

7-MONCLER FRAGMENT HIROSHI FUJIWARA LAUNCH DATE: MARCH 28TH



7 Moncler Fragment Hiroshi Fujiwara tweaks simple items in subtle ways. He takes the generic and elevates it, but it always requires a second look to find the new, progressive and non familiar in what at first glance looks common and familiar. Just call it an innovative way to deal with the normal. This season Fujiwara hid relevant technical features such as extreme lightness and functional packability behind a series of blazers, parkas, shirts and assorted metropolitan basics. The selection of pieces revolves around the theme of the World Tour, drawing on both ideas of travel and music, thus fusing different references in seamless ways. Plaid blazers, parkas, field jackets, varsity jackets and travel jackets are stamped with Fujiwara's trademark slogans and graphics, looking fresh and unexpected. Taping is featured predominantly, providing relevant technicality. Fabrics are light, and as such meant to perform well for life in motion. Stripes, intarsia and a mix of neutrals, blacks and brights creates a vibrant urban look. Outfits are conceived as modular mixes of building blocks, with shorts adding a sense of ease and speed. Backpacks and shoppers as well as sneakers and loafers complete the globetrotting look in the easiest of ways.

FRAGMENT HIROSHI FUJIWARA BIOGRAPHY

"Moncler Genius is the opportunity to mix different identities into a new one. It allowed me to test solutions and materials I have never used. The result is an unreleased Hiroshi, but it is also an unreleased Moncler", Hiroshi Fujiwara.

Fujiwara was born in Ise, Mie. He moved to Tokyo at eighteen and became a standout in the Harajuku street fashion scene. During a trip to New York City in the early 1980s he was introduced to hip hop; taking American records back to Tokyo, he became one of Japan's first hip hop DJs, and is credited with popularizing the genre in Japan. He subsequently went into music producing, specializing in remixes. He is known as a godfather of Ura-Harajuku fashion and is a globally influential streetwear designer, he launched his first brand, Good Enough, in the late 1980s.

7 MONCLER FRAGMENT HIROSHI FUJIWARA collection will be available from March 28th in Moncler boutiques, moncler.com and in selective wholesale networks worldwide. Concurrently with the launch of the collection on March 28th and in occasion of Honk Kong Art Basel, Moncler will host a talk on IMAGINATION IN THE DIGITAL AGE moderated by Hans Ulrich Obrist (Artistic Director of the Serpentine Galleries in London and Senior Artistic Advisor of The Shed in New York) featuring Hiroshi Fujiwara and Kevin Ma (Founder and Ceo of HYPEBEAST Ltd.).

IMAGINATION IN THE DIGITAL AGE A TALK MODERATED BY HANS ULRICH OBRIST FEATURING HIROSHI FUJIWARA AND KEVIN MA

Thursday March 28th, 2019 from 7:30pm to 8:30pm
22/F California Tower, 30-32 D' Aguilar St, Central – Hong Kong

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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