



## MONCLER GENIUS WORLD TOUR 19–20

The MONCLER GENIUS WORLD TOUR 19–20 sees Moncler Genius escalate to the next level. It brings Moncler Genius into the context of a blockbuster world tour, pairing each collection with a special activation that will be curated to communicate its unique and inimitable character. Each collection has a dedicated launch which will be celebrated with the same electrifying energy as a tour date. The series of events will jump from country to country, from city to city, as the symposium of creatives tour their unique spark of genius around the world.

### MONCLER GENIUS

#### 8–MONCLER PALM ANGELS

**THE COLLECTION LAUNCH: “ART BREAKING” AROUND THE WORLD LAUNCH DATE: JUNE 6TH**

With a series of disruptive events that clashed the rules with the defiant edge of the arts, 8 Moncler Palm Angels brought its unique vision of cultivated entropy to Moncler stores around the world. The collection launch on June 6th is an evolution of the ‘Art Breaking’ theme first presented at the Moncler Genius event in Milan last February, where the designer Francesco Ragazzi revealed his new collection in an impeccable gallery styled room, then subverted it by covering the works with paint. The designer of 8 Moncler Palm Angels doesn’t act simply. He prefers to finesse his own brand of cultural provocation and developed this ‘Art Breaking’ theme in several cities around the world in the run up to the launch of the 8 Moncler Palm Angels collection. Three days prior to the official launch at Moncler stores worldwide, Francesco Ragazzi sent his conceptual tour to London, New York and Milan, bringing an art showcase that reflected Palm Angels’ spirit by covering event spaces and store-fronts with the sharp colors that define the new collection. “I started with the idea of a vandalized art gallery. The purity of the lines and form that are in a second moment clashed with a protest. Moncler for me is about the simplicity of a product that comes to life in many forms. I wanted to have the form broken”, affirms Francesco Ragazzi.

#### 8–MONCLER PALM ANGELS COLLECTION

Francesco Ragazzi is a provocateur. He mixed the purity of Moncler with something darker, whilst keeping the function of the garments. The result is fearless urban silhouettes charged with a protest, almost punk spirit. The look is striking: volumes are big and assertive, while laminated surfaces, either pristine or worn out, make for an eye-catching effect. Working around the clash of rarefied art gallery atmosphere and abrasive urban environment attitude, Ragazzi took inspiration from the candy wrapper metallic shades and trashed them. He used metallic nylon for the classic duvet, which was blown up to humongous proportions, and for very loose, very long rave trousers. He played with collages to create all over patterns splashed onto puffers and graffiti-sprayed Palm Angels on t-shirts and sleeveless duvets, playing with the idea of artistic, vandalistic appropriation. The slogan of the season is Mind Control, while punky & spiky studs are featured as decorations. Zippers are placed on the front as well as the back of outerwear, allowing for multiple uses. Varsity jackets, stripy jumpers, hooded sweatshirts and long scarves enrich the narrative. The Moncler logo swarms in colorful ways all over accessories.

MONCLER SPA

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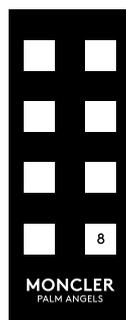
## MONCLER GENIUS

### PALM ANGELS FRANCESCO RAGAZZI BIOGRAPHY

Art Director trained in fashion communication and a photographer with a Master degree earned at New York's School of Visual arts, Milan-born Francesco Ragazzi started Palm Angels in 2011 as a photographic documentation of LA's skater culture. The endeavor evolved into a book, published by Rizzoli in 2014, and subsequently into clothing in 2015. The photographic gaze onto a peculiar and long-lasting subculture is the same Ragazzi applies to the collection. Ragazzi's aim is to appropriate key elements, transmuting them to give a new meaning while keeping the authenticity and telling a story. His own story.

8 MONCLER PALM ANGELS available from June 6th in Moncler boutiques and moncler.com and in selective wholesale networks worldwide.

The launch is in partnership with END., the exclusive destination for contemporary fashion and streetwear online.



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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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