



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

3–MONCLER GRENOBLE LAUNCH DATE: OCTOBER 31ST

Sandro Mandrino is a functionalist with a twisted imagination: he firmly keeps the purpose of the garment in mind when he designs, but never feels limited by pragmatic restraints when he invents. The balance of such opposites is his own unmistakable signature. In the fiftieth anniversary of the Woodstock festival, Mandrino figured out a quirky dialogue between seemingly non-matching worlds, devising performing mountain gear suited for debauched festival goers, or mountain cowboys. The result is layered, lively and liberated. This being a technical Moncler collection meant for the skiing and snowboarding runs, performance is focal. Fabrics are water and wind resistant, with membranes and velcro closures that allow for movement and protection; volumes are practical. This technical base becomes however the free space to experiment with tie-dye motifs, psychedelic all-over prints, flower patterns; fringes and patchworks add a crafty feel. The collection suggests visions of a rave-like, festival like burst of shared energy, happening in the snow. Being truthful to the Moncler brand values and brand assets gives it all twist. These are pieces that bring skiing to another esthetic level and give a whole new technical dimension to the hippie-inflected look.

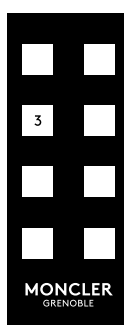


MONCLER GENIUS

SANDRO MANDRINO BIOGRAPHY

Sandro Mandrino is an Italian designer with a solid and long career in high-end sportswear segment for key luxury players. His connection to the DNA of the Moncler Grenoble collection is unparalleled. With nearly eight years as a Head of Design for Moncler Grenoble, he followed the project since its launch in 2010 in New York. Sandro expresses since ever an authentic leap for technical experimentation to create always innovative and unreleased creations with a peculiar bent for mixing up uncommon fabrics and unused technical feature.

3 MONCLER GRENOBLE available from October 31st in Moncler boutiques,
moncler.com and in selective wholesale networks worldwide.
3 MONCLER GRENOBLE is launched in partnership with Net-a-Porter and Mr Porter,
the global premier luxury fashion destinations for men and women.



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.

MONCLER SPA

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