



## **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**

#### **7–MONCLER FRAGMENT HIROSHI FUJIWARA LAUNCH DATE: OCTOBER 3RD**

Hiroshi Fujiwara loves vintage and military styles, which he mixes with urban and tech references. His signature as a designer and cultural agitator is subtle in touch as it quietly assertive in result. Splashing bold lettering and mysterious slogans onto clean, functional pieces, Fujiwara turns the ordinary into the cult-like. Aviator references and lots of Americana mix with Mod nods and Pokémon touches in the 7 Moncler Fragment Hiroshi Fujiwara collection, which revolves around interpretations of the parka and the bomber jacket, under the slogan “Team Positive Force”. A military green parka, for instance, sports a piumino hood, while the bomber sprouts contrast sleeves; mixes of sturdy matte nylon and shiny padded nylon highlight the construction of garments. The idea for Fujiwara is to mix Moncler’s own technology and craftsmanship with his own cultural references. Thereafter, basic urban pieces such as the buffalo check shirt, the teddy fleece jacket or the sweatshirt get the piumino treatment, while unwashed selvedge denim jeans make an entrance in the Moncler lexicon. A collaboration with Pokemon translates into an allover print on a series of duvets. Colorful jumpers, jacquards and shiny puffers add mountain touches to a metropolitan collection, complete with bags devised in collaboration with Porter, strong on black and military green with notes of electric blue, orange and red.



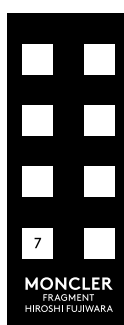
## MONCLER GENIUS

### FRAGMENT HIROSHI FUJIWARA BIOGRAPHY

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 available from October 3rd in Moncler boutiques and moncler.com and in selective wholesale networks worldwide.

7 MONCLER FRAGMENT HIROSHI FUJIWARA is launched in partnership with HBX Store, a global online retail destination for men's and women's clothing and style.



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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.*

#### MONCLER SPA

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