



**MONCLER GENIUS 2020, ONE HOUSE, DIFFERENT VOICES:
EXPLORING NEW TERRITORIES, GIVING VOICE TO PEOPLE**

Milan, February 19th 2020

12 different installations, 12 different concepts, 12 different visions to build up the Moncler Genius message of “One House, Different Voices”.

In its third edition, Moncler Genius keeps on evolving and exploring new horizons, different categories and novel approaches to communication that give a voice to personal creativity. Times move, Moncler Genius moves. Moncler Genius reaffirms itself as an open concept that is driven by experimentation and crosses the lines of conventions. Its DNA lies in reinvention. Its reason to be is to decode the customers’ behaviors, expectations and emotional connections.

Naturally, the Moncler Genius creative hub evolves welcoming JW Anderson with his arrestingly clever vision of gender-defying fashion. The Northern Irish designer brings a unique design aesthetic that offers a modern interpretation of masculinity and femininity, through a cross-pollination of menswear and womenswear. He joins the house alongside Sergio Zambon and Veronica Leoni for 2 Moncler 1952, Sandro Mandrino for 3 Moncler Grenoble, Simone Rocha, Craig Green, Matthew Williams of 1017 ALYX 9SM, Fragment Hiroshi Fujiwara, Richard Quinn and Poldo Dog Couture.

This year Moncler Genius enters a new phase and goes beyond the product embracing the world of experience while empowering personal communication and bringing connections and emotions from the digital domain to real life. The house of different voices breaks its own boundaries by exploring beyond fashion and giving a voice to personal creativity.

Moncler Genius takes its first step in this direction joining forces with the iconic luggage brand RIMOWA to unveil a bold new travel concept, Moncler RIMOWA “Reflection”, showcasing novel innovations in technology, connectivity and communication in the digital age. With the help of a custom-build app and the complicity of a LED screen, the idioms of social media are brought to a physical dimension giving people the opportunity to communicate and connect.

The potential areas of experience for Moncler Genius know no limits. The vision is to reinterpret the ordinary through the extraordinary and to inspire emotions in both the city, and the mountain, where Moncler was originally born. With this belief, Moncler Genius 2020 extends its pioneering spirit as an innovator of the outdoors. MATE.BIKE offers a unique take on progressive travel with an electrical bike created for the extreme terrain of the mountain and the snow, testing the boundaries of conventional commuting and personal expression.

Moncler Genius is unveiled on February 19th, a moment where the Moncler Genius identity becomes a tangible experience as the creative minds meet. Different situations, one for each genius, house different visions, all of them building the Moncler message, arising communication, on and offline.

Moncler Genius stands for unicity and multiplicity at the same time. It speaks to people of every age, it is across-the-board. Furthermore, an exclusive form of participation is offered when Moncler Genius will open to the public in Milan on February 23rd. In 2019, over twelve thousand attendees took part in the experience creating a synergy with the city of Milan. Registration is encouraged on moncler.com.

Moncler Genius, One House, Different voices: keep connecting through creativity.

MONCLER SPA

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1 MONCLER JW ANDERSON | Non-Binary Elegance

Jonathan Anderson heralds subversion by way of elegance. His pieces are pure and architectural in design, relentlessly defying staid notions and gender barriers to propose a progressive, cleverly non-binary vision. For Moncler Genius he inflated archive JW Anderson pieces, proposed dots and spikes as decorations, worked on the juxtapositions of matte and shiny and mixed nods to the countryside with notions of city dressing. *“The technicality and straightforwardness of Moncler are fascinating to me. A down jacket needs to respond to a function, and I kept that in mind adding my own taste for blunt abstraction”.*

2 MONCLER 1952 (Woman) | The refined power of femininity

Veronica Leoni interpreted the outerwear and outdoors attitude of Moncler with a lusciously feminine instinct, devising a collection that merges the utilitarian with the languid to create something both empowering and elegant. The world of genderless tailoring employs wools, devoré velvets, nylon twill, off-center diamond quilting and knit resulting in pieces that provide the opportunity for extreme layering of textures, a distinct complexity and three-dimensionality. *“Imagining an army of women on a quest for a lost paradise, I looked at the exoticism of the beginning of the XX century and interpreted it in a modern, intensely functional way. It’s all about femininity and elegance, with a twistedly practical angle. I am particularly proud of the collaboration with gender equality group Girl Up on a special item with the slogan: IT’S HER RIGHT”.*

2 MONCLER 1952 (Man) | The collaboration with Los Angeles

Sergio Zambon follows an urban anthropologist approach at Moncler, merging the reality of design with the study of youth movements - both real and imagined, always spontaneous. As the energy of 2020 clashes with a 70s pop feel, iconic types such as the preppy, the hippy and the punk inspire the attitude, blended in an all-inclusive mix. The collection also redefines creative partnerships by collaborating with a whole city—Los Angeles. It includes contributions from a set of LA-based creative players, touching Moncler with the city’s sun-kissed, laid back spirit. *“LA is a cultural reference, a world city. It beats to its own drum, far from the neurotic pace of other metropolitan places. By working with Libertine, Undeafed, Balt Getty and AD.III I took local tropes and clichés and turned them around, the Moncler way”.*

3 MONCLER GRENOBLE | Riot of color

Sandro Mandrino focuses on design, performance and functionality and twists it all with liberal injections of fashionable boldness. The result is a selection of pieces that while meant to be used for skiing because of their constructive solutions and fabric technology, are also visually arresting and meant for life beyond the skiing slopes. This season the look is layered, colorful, pliable and multipurpose. It features overalls, duvets, bombers, anoraks and jumpers. A riot of colorful graffiti prints swarms allover, enhanced by the mix of matte and shiny fabrics, and fuzzy knit. Otherwise, it’s snow-glow white *“I had in mind this image of the white of the snow that gets progressively stained by color as graffiti expand everywhere. 3 Moncler Grenoble is first and foremost about performance”.*

4 MONCLER SIMONE ROCHA | The dance of modern romanticism

Simone Rocha worked her signature romantic shapes in ways that are both dreamy and active. Thinking about dance, she went as far as using tulle, the most ethereal of fabrics, for outerwear, distributing garden pansies, daisies and roses as embroideries, embossing and print, and letting frills swarm everywhere. The outdoorsy Moncler ethos offers a solid frame. *“This collection was originally inspired by Fellini, dance, and the fantasy of dress. It is very much my interpretation of Moncler’s technical expertise, exploring fabrications and silhouettes but bringing it all under the female gaze in my idea of modern femininity”.*

5 MONCLER CRAIG GREEN | Transparency and protection

Craig Green merges the interest for the technical and the industrial with a daring and imaginative vision. Working solely with micro rip-stop nylon, a super-lightweight yet extremely sturdy fabric, he focused on concepts of transparency, security and protection, devising boldly practical forms. *“There is a scientific aspect to Moncler that I find inspiring. I wanted to explore ways of pushing simplicity to the extreme and using the process of down filling almost like a print, building volumes around the body from flat items, from 2D to 3D. For me, Moncler is ultimately about protection and functionality”.*

6 MONCLER 1017 ALYX 9SM | A urban study of the mountain

Matthew Williams evolved his research on garment-dyeing applied to Moncler. Working with a muddy palette of neutrals mixed with black, and using organic fabrics treated to become technical, he built a line-up of padded and non-padded outerwear that plays with ideas of matte and shiny. Implementing recycled nylon laqué and manipulation techniques, he even goes as far as using a dust coating embellished by Swarovski on a statement jacket. Looks are layered, with signature hardware and hi-impact accessories such as rubber boots. *“Working with Moncler means a lot of technology; applied to luxury garments that are meant to be wearable. We injected our own take into these principles, fusing our respective identities”.*

7 MONCLER FRAGMENT HIROSHI FUJIWARA | Continuous cultural progression

Hiroshi Fujiwara follows a subtle approach to design. He takes vintage, military, urban and tech references and tweaks them with the keen sensibility of a unique cultural agitator. By working this way, he turns the ordinary into something subtly extraordinary, splashing mysterious slogans on to clean, functional pieces. Collaborations include Lewis Leathers for protective clothing, Pokemon and Kool and the Gang for prints, and Converse in a special project with shoes. Personalization machines will be installed in stores facilitating the customization of certain items. *“I wanted to create a new standard, delivering the message that Moncler loves the mountain, which is where the story started”.*

8 MONCLER RICHARD QUINN | Bold luxe

Richard Quinn is the bearer of a no-holds-barred, glamorously feisty, gloriously embellished vision that’s energetic and fearless. Whilst surfaces swarm in bold prints, precious embroideries and bejewelled details, shapes are svelte, with a ladylike shape, and all of it is done à la Moncler, down to the stiletto heeled duvet boots and the printed tote. A capsule of couture gowns brings the uncompromising ante to the max. *“I wanted to create a 60s meets space age dynamic, a transition from the past to the future in my signature prints that match and clash, with strong headpieces for a vibrant idea of total luxe”.*

MONCLER POLDO DOG COUTURE

Poldo Dog Couture extends Moncler’s world of performance and protection to the accessories for dogs. The collection features the classic duvet dog vest in a variety of colors and made with nylon laqué. A reflective jacket with 100% silver film is incorporated into a nylon jersey mesh to give a space-age aesthetic with a crinkled and ultra-lightweight finish. The size range runs from small breed to larger dogs.

MONCLER RIMOWA “REFLECTION”

Iconic luggage brand, RIMOWA, and Moncler Genius join forces to share their collaborative take on contemporary luxury travel. An innovation in technology that empowers connectivity, the special edition Moncler RIMOWA “Reflection” case features an LED screen that invites travelers to broadcast their thoughts in real-time using a custom-built app, bringing idioms of digital communication into the physical realm.

MONCLER MATE.BIKE

Experience is a fundamental asset for Moncler Genius, with an expansive outlook when it comes to potential areas of application. On this brand-defining conviction, Moncler Genius extends its vision as innovators of the outdoors by joining forces with MATE.BIKE, the pioneering electric vehicle brand founded in Copenhagen in 2016. The result offers a novel take on progressive travel intersecting fashion, tech and sustainability, with a unique e-bike created for the extreme terrain of the mountain and the snow, equipped with a foldable duvet, testing the boundaries of conventional commuting and personal expression.

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.