MONCLER

MONCLER GENIUS 2020
EXPLORING NEW TERRITORIES

Moncler Genius extends its pioneering spirit in 2020 as it continues to enhance its exploration into new horizons. Giving a voice to personal creativity, a symposium of designers were invited to give their unique take on Moncler, and boundaries were broken as the creative hub went beyond fashion into the world of experience. Each Moncler Genius collection has a dedicated launch date, ensuring a facilitation of personal expression that rolls out ceaselessly throughout the year.

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1 – MONCLER JW ANDERSON

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 of what fashion should be. For Moncler Genius, Anderson proposes a selection of his most iconic designs, inflating archive JW Anderson items – like the Riviera hat and ruffled shorts – land reinterpreting them in duvet to create a new take on known shapes. Everything is meant to be worn indifferently by men and women: the collection is extremely playful in spirit. Zip-up blousons with padded zip-pullers, padded scarves, wide-brim hats and shorts are bright building blocks of looks that are all about color and shape, with sculptural motifs such as embossed dots and protruding spikes adding further three-dimensionality. Red, light blue, yellow, pink, black, white and navy blue are worked in monochromatic blocks or in contrasting juxtapositions, just like matt is played off with shiny. Nods to the countryside mix with notions of city dressing: duck prints swarm on long sleeveless duvets worn over double faced coats. Trench coats and military-style knits with patch pockets complete the line-up, which is accessorized with packable boots and padded bags with padded chain details. The technicality and straightforwardness of Moncler gets an abstract twist.
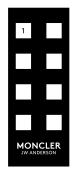
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JONATHAN ANDERSON BIOGRAPHY

Jonathan Anderson is one of the leading fashion designers of his generation, earning both critical acclaim and commercial success with the collections he designs for his eponymous label, JW Anderson, and as creative director of the Spanish luxury house LOEWE. Anderson attended the London College of Fashion and launched his own menswear collection in 2008, under the JW Anderson label, and expanded into womenswear in 2010. JW Anderson has gained notoriety for its unique design aesthetic offering a modern interpretation of masculinity and femininity by creating thought-provoking silhouettes through a conscious cross-pollination of menswear and womenswear elements. In 2013 Anderson was named the creative director of LOEWE. Two years later, in 2015, he became the first fashion designer to be awarded both Menswear and Womenswear Designer of the Year by the British Fashion Council. Outside the world of fashion, Anderson is a dedicated supporter of art and craft. In 2016 he founded the LOEWE Foundation Craft Prize, the world's first international award for contemporary craft and in 2017 he curated Disobedient Bodies, an exhibition at The Hepworth Wakefield in Wakefield. In 2020 he became part of the Moncler Genius project.

1 MONCLER JW ANDERSON is available in Moncler boutiques, moncler.com and in selective wholesale networks worldwide.
1 MONCLER JW ANDERSON is launched in partnership with NET-A-PORTER.

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.