



## MONCLER GENIUS 2021

### 4 - MONCLER HYKE | CLEAN UTILITY, RADICAL SIMPLICITY

HYKE stands for an understated and refined aesthetic. Hideaki Yoshihara and Yukiko Ode, the authors behind the cult Japanese brand, merge a formal interest for vintage and historical uniforms with an ability to reimagine and take into consideration the heritage of the items, translating their inspirations into designs suited for current lifestyles. Their clean, utilitarian style and proclivity for the technicality of performance clothing are an ideal match for the spirit of Moncler.

In devising their Moncler Genius collection, HYKE were particularly inspired by Moncler's archival pieces such as the 1960 Lionel Terray down coat, as well as vintage uniform clothing from France, where Moncler was originally born. These inspirations from history have been developed through innovation and artistry with Moncler's advanced technical fabrics and sewing techniques. The result is a collection that infuses HYKE's signature sleek and pared down silhouettes with Moncler's down blanket. Lines are pure and streamlined: puffers, hooded parkas, collarless coats with scarves that can be attached as collar pads, parkas with detachable linings come in a focused palette of navy and taupe worked in monochromatic compositions.

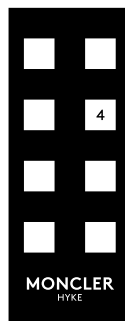
The extreme simplicity is a signature, just like HYKE's utilitarian details such as side slits and long puller tapes. There is perfect continuity between the men's and women's collection, in a mirroring of shapes and colors that feels decidedly metropolitan. Teddy fleeces, layered pants, pleated skirts and dresses, and then ribbed cardigans and tabard dresses further assess the pragmatic, uniform-infused spirit of the collection, which carries in the beanies and padded boots, and in the idea that most garments are packable. Heritage and evolution have always been the HYKE bywords. The same philosophy has been transcribed into the 4 MONCLER HYKE collection, delivering a message that is effective, warm and concise.



## HYKE BIOGRAPHY

HYKE is a womenswear brand based in Tokyo, Japan, launched in 2013 by designers Hideaki Yoshihara and Yukiko Ode. The collection draws inspiration from different vintage silhouettes from the designers' extensive vintage collection that have been re-imagined, taking into consideration the history of the items and the transition of designs for one's current lifestyle today. Their love of vintage workwear, service uniform and sportswear first led Yoshihara and Ode to open a vintage store in Tokyo called Bowels in 1997 and they soon began designing their own original items under the name Green. After pausing the collection for three years to focus on their family, they decided to begin designing again. Instead of restarting Green they chose to create a new collection, HYKE, as it better represented their new starting point and evolution of design. The full ready-to-wear collection includes outerwear, tailored items, knitwear as well as accessory items such as hats, scarves, bags and shoes. HYKE is currently sold internationally through over 90 stores including Harvey Nichols in the UK, Peak Store in Russia, I.T., Dover Street Market, HCH, HUG, Net-à-Porter, SKP-S in China, I.T. and Harvey Nichols in Hong Kong, Adekuver, Beaker, Ecrú and Eliden in Korea, United Arrows in Taiwan, Haand Barneys New York, Isetan, Ron Herman and United Arrows in Japan. In November 2017, HYKE was awarded the prestigious Mainichi Fashion Grand Prix.

4 MONCLER HYKE is available in Moncler boutiques, moncler.com and in selective wholesale networks worldwide.



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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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