



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 are invited to give their unique take on Moncler, and boundaries are broken as the creative hub goes 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 through the year.

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7 – MONCLER FRAGMENT HIROSHI FUJIWARA

Hiroshi Fujiwara follows a subtle approach to design in order to create what he calls a new standard. By taking vintage, military, urban and tech references and tweaking them with the keen sensibility of a unique cultural agitator, Fujiwara turns the ordinary into something subtly extraordinary. Each time he chooses mysterious slogans, which he subsequently splashes on clean, functional pieces – puffers, field jackets, windbreakers, parkas – for maximum impact. This season the main slogan is cheekily self-referential: it spells loud FRAGMENT LOVES MOUNTAIN on matt nylon jackets, because Moncler is all about the mountain. The collection involves a roster of different collaborations. Together with British leather specialist Lewis Leathers, Fujiwara devised new versions of their iconic biker jacket, including one in nylon laqué. There are bomber jackets embroidered with the cover art from Kool & the Gang's *Spirit of the Boogie*, and sweaters featuring the longitude and latitude of Fujiwara's favorite restaurant in Paris. Personalization machines allow customization of items. Almost entirely black with flashes of yellow, green and blue, the collection mixes Moncler's laqué and technique nylons with herringbones, flannels and wools. Accessories include canvas bags and a collaborative Converse Chuck 70 capsule, which features contrast stitching and minimalist detailing in black & white colorways.



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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 is available in Moncler boutiques, moncler.com and in selective wholesale networks worldwide.
7 MONCLER FRAGMENT HIROSHI FUJIWARA is launched in partnership with MATCHESFASHION.



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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