



## MONCLER PRESENTS HOUSE OF GENIUS CURATED BY HIGHSNOBIETY'S DAVID FISCHER

On September 25, MONDOGENIUS brought all of Moncler's communities together in a groundbreaking global digital experience. Audience members were transported together on a tour of five world cities that saw the creative visions of 11 designers shared along the way. Now, beginning November 1st, Moncler House of Genius invites everyone to once again step inside this world and experience the unifying global spirit of MONDOGENIUS brought to life in a physical space.

Curated and designed by David Fischer, founder and CEO of Highsnobiety, the House of Genius capsule collection features exclusive, limited collaborations and reimagined pieces. As co-designer, David Fischer redefined the House of Genius retail spaces to create an authentic yet modern universe of color and creativity.

Where Moncler DNA meets the future, pop-up stores in London, Seoul, Shanghai and New York will recreate a surreal mountain lodge terrain, reimagining Moncler's alpine heritage for tomorrow's adventurer with a unique twist. A place of freedom where new ideas are born, the immersive Moncler House of Genius space combines the vibrant Genius yellow synonymous with Moncler House of Genius and mirrored surfaces that evoke the mountain environment in a futuristic setting, taking global wanderers in an exciting new direction. Further pop-in spaces – positioned inside existing Moncler boutiques across 16 cities worldwide – and a digital launch on [moncler.com](https://www.moncler.com) – make the entire project a global destination. Highsnobiety also joins as e-commerce partner for Moncler House of Genius.

As well as a curation of key pieces from all Moncler Genius collections including 1 Moncler JW Anderson, 2 Moncler 1952 Man, 2 Moncler 1952 Woman, 3 Moncler Grenoble, 4 Moncler HYKE, 5 Moncler Craig Green, 6 Moncler 1017 ALYX 9SM, 7 Moncler FRGMT Hiroshi Fujiwara and 8 Moncler Palm Angels, House of Genius features a dedicated ready-to-wear capsule, accessories, gadgets, and collectibles. This incorporates 10 limited-edition detachable city patches, which tap into the global wanderlust at the heart of Moncler Genius, and can be used to customize puffer jackets and a vest, taking the personal touch to new heights. In a circular economy view, several models feature fabrics left over from warehouses paired with recycled nylon inner linings. Furthermore, the packaging is made from sustainable sources, such as paper derived from responsibly managed forests and other recycled materials.

With consultancy and curation from David Fischer, House of Genius features a host of collaborations with some of the world's most exciting brands, who were invited to bring their own unique ideas to the project. With Cowichan-inspired hand-knitted sweaters from Canadian brand Kanata, to a Casio-powered G-Shock watch – with branding especially created for Moncler House of Genius and a choice of two straps – the essence of the brand has reached all corners of the globe. Visitors to the Moncler House of Genius will also find a 112-piece UNO deck from Mattel in bold black and yellow, an exclusive Moncler Genius chess set, a unique range of custom-graphic casualwear from cult label Advisory Board Crystals, and two waterproof bags from German outdoor and bike bag brand ORTLIEB, featuring a 60L duffel and a 24L rack pack.

Tokyo-based brand Fujifilm also presents its Moncler Genius square SQ20 instant camera, complete with a pack of films and a USB charger. A cluster of accessories are also available including a car tag fragrance from Tokyo brand [retaW](https://www.retaW.com), and two classic sport ball pens from heritage German penmaker Kaweco.



Two brand new collaborations will premiere at Moncler House of Genius. Moncler joins forces with performance footwear and apparel brand, HOKA®, to create a limited release of the Mafate Speed 2 running shoe. Designed to master mountains and meet the demands of modern city adventures, the Mafate Speed 2 reflects how each brand utilizes the latest in technology and innovation to craft cutting-edge high-quality pieces.

In addition, conceptual visionary Chen Peng has created a dramatic upcycling capsule that breathes creativity into a selection of classic Moncler jackets. With an environmentally conscious mindset, a series of jackets from previous collections have been enhanced with additional detailing to add a fresh spin. Creating innovative clothes that are as functional as they are conceptual, Chen Peng's design ethos blends with a sustainable vision.

Moncler Genius recognizes that home is where the heart is. Moncler is proud to support #Togetherfortomorrow, a project of Camera Nazionale della Moda Italiana and Camera Moda Fashion Trust helping emerging designers to navigate their fashion careers. All House of Genius packaging includes a QR-coded tag, enabling users to discover more about the charity's work and make a donation via [donate.cameramodafashiontrust.com](https://donate.cameramodafashiontrust.com) if desired.

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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. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.*

**MONCLER SPA**

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