



MONCLER GENIUS

5 – MONCLER CRAIG GREEN | Forms of Nature

Craig Green is the purveyor of visionary pragmatism. By focusing on the way garments perform in different environments, Green has shaped an utterly personal lexicon of forms, details and textures that is a natural fit for Moncler's adventurous spirit, and the idea of clothing meant for the elements.

This is Green's sixth MONCLER GENIUS collection. Designing for spring, allowed Green to experiment with the lighter side of functionality. The driving concept of the whole endeavor is from the idea of nature's elements and the belief that a single piece of clothing can have more than one function.

The collection itself revolves around flags, signals and simple yet bold graphics: the circle and square used in the nautical world are printed onto outerwear and T-shirts. Other graphics used throughout are the map of the world, in which the Moncler logo is crossed with a heart, and the new, streamlined Moncler logo blown up to become completely abstract.

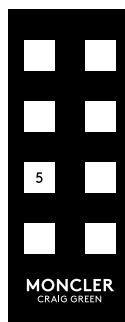
Shapes are functional and quintessentially Craig Green: parkas, zip-up jackets, quilted jackets and vests, roomy slacks, sweatshirts and T-shirts. The focus on sustainability is apparent in the zero waste intarsia jackets, the recycled nylon for light jackets and parkas, and the organic cotton of the T-shirts. There are recurring elements of matte and opaque, while drawstrings add another layer of personalization. Continuing the idea of multiple functions, the 3D logo on the workwear-inspired jackets features a whistle while backpacks can be folded away. The choice of fabrics is iconic for Moncler and includes ripstop nylons and washed cottons, in a palette of natural, earthy shades with neon orange, sky blue, grass green and lemon yellow, plus blue and black. Accessories include bucket hats, low-top sneakers and packable backpacks.



CRAIG GREEN BIOGRAPHY

Craig Green is a London-born designer globally respected for the ingenuity, functionality and freedom of expression in his work. Green founded his label in 2012, straight after graduating from the MA Fashion course at Central Saint Martins in London. His design principles have remained constant since, rooted in the beauty and humility of functional clothing. Each collection, Green uses signature pieces, such as the worker's jacket, as a launchpad for ideas that connect with deeply rooted emotion. Pieces from his collections are now in the permanent collection of the Costume Institute of the Metropolitan Museum of Art in New York, and the Victoria & Albert Museum in London, and Green has been named British Menswear Designer at the Fashion Awards in 2016, 2017 and 2018.

5 MONCLER CRAIG GREEN is available in Moncler boutiques, moncler.com and in selective wholesale networks worldwide.



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

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