



MONCLER GENIUS

1 MONCLER JW ANDERSON | Dream in color

Designer Jonathan Anderson employs seemingly boundless creativity, an abstract sensibility, and contemporary edge, creating fashion that is direct, yet twisted, familiar and obscure, straightforward and surprising. His playful juxtaposition of contrasting elements delivers a youthful message in a deftly energetic offering.

An upbeat escapism defines JW Anderson's new collection, expressed through vibrant hues and naive, almost psychedelic patterns that swarm all over, entertaining the eye. The collection, Anderson's third for MONCLER GENIUS, strengthens the dialogue with Moncler's functional and outdoorsy roots, and the idea of clothing meant to meet with the elements, while focusing on pattern, color and texture. Shapes are played down but also playful, meant to be used fluidly across genders: padded parkas with leather straps; cropped blusons; zip-up jackets; padded vests; oversized jumpers; sweatshirts, hoodies and teddy fleeces; padded miniskirts and bermudas; roomy trousers.

On this rather genuine base, colors explode in almost primitive motifs: sprayed dots of different width, coiling waves and colorful blotches are either printed on fabric or knitwear, or rendered in jacquard on thick knitted jumpers. Overdyeing gives outerwear an uneven effect, adding another element of visual and textural stimulation. The intensity of colors – shades of yellow, green, baby blue, baby pink, electric blue, brown and coral – is given a crafty opacity by the choice of materials: washed cottons and denims mixed with Moncler's nylons and technical fabrics. The dry finish to the materials makes the colors feel deep and rich, allowing for maximum impact.

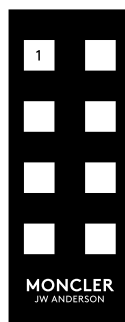
An idea of supersizing by way of padding characterizes the accessories: large tote bags and slides with padded details. Chelsea boots sport bouclé details, while crocheted hats are the topping, out-of-place element that complete the looks.

The collection will be available from June 9th in select Moncler boutiques, on Moncler.com, in the JW Anderson Soho London boutique, and on JWAnderson.com.



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 2019, the Prime Minister of Britain appointed Anderson to the Trustees to the Board of the V&A, one of the world's leading museums of art and design. In 2020 he became part of the MONCLER GENIUS project.



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.

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