



FROM COLLABORATION TO CO-CREATION MONCLER GENIUS LANDS IN LONDON WITH A RENEWED LINEUP

A monumental London Fashion Week event at Olympia London sets the tone for a redefining year of Genius, evolving from a world of fashion collaborations to a platform for co-creation across different industries.

Moncler Genius launched in 2018, showcasing the power of collaboration in the luxury industry and moving away from the traditional two-season fashion calendar to monthly collections and a continuous flow of newness. For five years, Moncler has amplified the concept and meaning of collaboration, fostering cross-pollination from some of the greatest minds in the industry and providing innovative ways of curating, communicating, and sharing creativity with the world.

Moncler Genius has constantly tapped into the cultural zeitgeist and continuous evolution is embedded in its DNA. The platform now evolves from the established concept of collaboration, which merges two sets of brand codes together, entering a new phase of co-creation focused on human creative skill and imagination to make something each brand couldn't achieve on its own. The platform goes beyond fashion, exploring the boundaries of creation at the intersections of Art, Design, Entertainment, Music, Sport, and Culture.

To introduce this year's roster of co-creators, Moncler presents The Art of Genius – a live show on a grand scale – unveiling the creators, concepts and collections for 2023 under one roof. Each co-creator brings their own unique brand of Genius to the potent mix, challenging the boundaries of what's possible while presenting immersive experiences and performances that represent their creative visions. It's a multi-format arena for creativity to be appreciated for all its beauty and emotional power.

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THE ART OF GENIUS 2023 LINEUP

ALICIA KEYS
PHARRELL WILLIAMS
MERCEDES-BENZ
PALM ANGELS
FRGMT
ADIDAS ORIGINALS
SALEHE BEMBURY
ROC NATION BY JAY-Z

In addition to the Art of Genius 2023 lineup, Moncler expands the theme of co-creation further by inviting Rick Owens to be part of the event. Owens will challenge the possibilities of design beyond fashion, while also presenting the Moncler + Rick Owens collection.

The Art of Genius event calls for community participation. Tickets to The Art of Genius are available via registration at [Moncler.com](https://www.moncler.com). The event will take place on February 20th and will be streamed live on [Moncler.com](https://www.moncler.com), where visitors can sign up for exclusive logged-in content.

Moncler Genius. Expect the unexpected.

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.