



MONCLER X ALICIA KEYS
FROM NEW YORK TO THE WORLD, ALICIA KEYS DARES US ALL TO DREAM

"Moncler and me go way back to when I was a little kid during those New York winters. A Moncler was something you could see, but not quite reach yet. That high vision of excellence to strive for. This collection is like fulfilling that childhood wish on an epic scale." Alicia Keys

Alicia Keys transports us to a place *where dreams are made of* with the new Moncler x Alicia Keys collection. Inspired by New York but made for a world stage, the designs capture the city's energy, swagger, and hopeful optimism through baggy '90s silhouettes and bold colorways. Alicia's aesthetic pulls from both feminine and masculine influences for an androgynous, effortlessly gender-neutral collection.

For Keys, New York City's peaks represent the intersection of hard work and big dreams. Specifically, late '90s Manhattan - a hotbed of hope, pre-millennial anticipation, and colorful street style - the pillars of which directly influenced the Moncler x Alicia Keys collection aesthetic. Strong, ebullient hues such as green, red and Alicia's signature purple pop in deliberately oversized trackwear silhouettes, accessorized with nylon bucket hats, cropped halter tops and shrunken tees. The effect is of youthful confidence and unabashed sensuality.

The collection's accompanying campaign imagery sees a clash of two perspectives. The first, shot by Ibrahim Hasan, spotlights the New York inspiration with a backdrop of the world's most recognisable skyline and deftly authentic casting. For Alicia, New York's community of creatives is its greatest asset, and she has looked to the city's artists to populate her cast of next-generation dreamers. Starring a poet, a musician, an actress, and a singer-songwriter: the cast is made up of New Yorkers who are ready to make their mark. Keys and her community swing above the city's skyscrapers - a visual metaphor for striving, for reaching, and surpassing your dreams. The second campaign, by photographer Laura Jane Coulson, hones in on Alicia's personality and character in a series of candid and colorful portraits that introduce us to Alicia Keys: the designer.

While Alicia Keys' hard-won dreams were originally crystallized in New York, she brought the fresh vibes to London Fashion Week for the collection's initial unveiling at Moncler's The Art of Genius event. The theme of community was further expanded when Keys passed the mic to London's Little Simz and Cleo Sol during an unforgettable live performance. Female artists who - for Alicia - represent creativity, power, and excellence, they became the first to wear the designs on stage.

The Moncler x Alicia Keys collection launches exclusively on Net-a-Porter on March 22 before arriving in select Moncler boutiques and moncler.com on March 23.

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.