



## MONCLER X SALEHE BEMBURY

### SALEHE BEMBURY TEAMS UP WITH MONCLER TO SHARE A NEW PERSPECTIVE INTO THE WORLD OF LUXURY, CELEBRATING THE TIMELESS RELATIONSHIP BETWEEN PEOPLE AND NATURE

Born from a shared appreciation of outdoors heritage, the Moncler x Salehe Bembury collection brings a human touch to luxury, with a redefined outdoor collection that explores palette, shape and utility, underscored by his signature thumbprint.

*"This campaign is a dialogue about humanizing luxury. My goal is to harmoniously balance Moncler DNA with the heritage of the outdoors. This collection embodies a juxtaposition of ethos rarely seen in either environment."*  
Salehe Bembury

The evolution of Moncler Genius as a platform for co-creation between varied creative worlds continues with Moncler x Salehe Bembury. The partnership pushes the conventional collaboration model into unexplored territories of creation, breaking ground for sneaker designer Salehe Bembury's debut ready-to-wear collection, along with footwear and accessories.

Titled Moncler *équipements*, inspired by an archive Moncler mountaineering line from the late 1950's, the collection draws on the brand's original design codes, re-interpreted through Salehe's distinct creative language. An avid hiker, Salehe taps into Moncler's DNA to envision a utilitarian uniform made for rewilding. A shared passion for the wilderness informs a nature-inspired palette - with burnt oranges, sunset corals, moss greens and muted browns plucked fresh from the trail.

*"Moncler *équipements* is an exploration of palette, shape, and utility. From extensive time spent in the wilderness, I have developed a deep appreciation for nature and the elements that come with it."* Salehe Bembury

Designing pieces that feel authentic to him, and empowered by Moncler's technical expertise in the space, Salehe's entry into outdoor gear also seeks to open up the field with functional pieces that invite a diverse community to explore the freedom of nature. Practical utility pockets feature on collarless puffer jackets, and GORE-TEX INFINIUM™ parkas are teamed with teddy fleeces and leggings, topped off with caps and beanies. True to the codes of Genius co-creation, an enriched dual perspective shines out and Bembury's signature 'grain' thumbprint merges with Moncler's iconic quilting on a range of padded outerwear, vests and lighter layers.

Naturally, there's a genre-defining perspective on footwear, with Moncler's signature Trailgrip sneaker re-designed for the brand's new generation of outdoor explorers and enthusiasts. Bearing the 'grain' thumbprint quilting, the Trailgrip Grain by Salehe Bembury resonates on a new frequency in organic green, orange and pastel taupe hues.

Shot by Hala Matar & photographed by Lauren Kim, the accompanying campaign equipped with *équipements* captures a group of hikers communing with the elements on a California-inspired forest trail. Raindrops, wind and sun become musical notes, blending with feet on green grass, zippers opening and closing, and rain beading on fabrics. Utopian harmony between people, style, music and the world outdoors is dreamed one step closer in a singular interpretation of the Moncler x Salehe Bembury community.

Moncler x Salehe Bembury touches down in selected Moncler stores and on [moncler.com](https://www.moncler.com) from July 14th.

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## SALEHE BEMBURY BIOGRAPHY

Salehe Bembury is an American Designer currently based in Los Angeles. He attributes his formative and educational years, as well as his artistic influence, to his New York City upbringing. There, he received an Industrial Design degree, which has given him the unique ability to incorporate expansive versatility to his creative palette. Salehe has developed his signature artistic conception in the footwear space with his distinctive use of organic shapes, soft brights, and an aesthetic inspired by nature. Salehe approaches product design with an emphasis on storytelling, captivating and creating an intimate relationship with his audience. His effortless ability to articulate his inspiration through design has inspired a quick ascent in his career and an overtly enthusiastic assemblage of brand adoration worldwide.

Salehe managed the Men's footwear program at Yeezy, Season 3 & 4, setting the blueprint for many of the Yeezy footwear silhouettes with his figurative fingerprint. Salehe expanded his touch to Versace, as the head of Men's Sneakers. After creating the much loved Versace Chain Reaction, he was appointed the Vice President of Men's Footwear. Salehe considers his time at Yeezy and Versace his most educational years of 'community building', and those efforts encouraged Bembury to explore independence and concentrate his energy on his own brand and collaborations. With that, Spunge was born. Salehe believes the most valuable form one can assume is a sponge, constantly absorbing. Spunge is a representation of this ideology, and eventually became a hub for all of Salehe's work and collaborations. Notable collaborative partners include New Balance, Vans, Anta, and Clarks. However, it was his Crocs collaboration that gave his name global recognition. Salehe Bembury's distinct design aesthetic is the catalyst for every innovative product that he creates.

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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.