

# MONCLER

## MONCLER GENIUS LANDS IN SHANGHAI

*Partnering with Shanghai Fashion Week to celebrate the endless power of creativity at the intersection of design, luxury, fashion, art and entertainment.*

On October 19<sup>th</sup> Moncler will head to Shanghai, continuing to redefine the meaning of creativity through *co-creation* and *re-creation* with an immersive Moncler Genius event that will wrap up Shanghai Fashion Week, the natural scene for an extraordinary celebration of ideas.

Since its inception in 2018, Moncler Genius has become a pioneering platform for creativity, reshaping the traditional collaboration model. The concept, that has captured imaginations and fostered cross-pollination from some of the greatest minds across different industries, continues to provide new ways of sharing creativity with the world.

Building on the success of its 2023 'The Art of Genius' show in London, which brought together different communities to showcase how collections and shared experiences can inspire new ways of thinking, Moncler Genius's move to China expands the brand's creative possibilities, embracing Shanghai's energy and pulse for dreams and innovation.

*Location, lineup and concept to be announced later this year.*

*Moncler Genius. Expect the unexpected.*



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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.