



MONCLER AND EDWARD ENNINFUL JOIN CREATIVE FORCES FOR THE BRAND'S MET GALA DEBUT

New York, May 6, 2025 — Moncler made a striking debut at the Met Gala, stepping onto fashion's most iconic stage for the very first time.

In a celebration of craftsmanship and style, Genius co-creator Edward Enninful and Moncler Chairman and CEO Remo Ruffini hosted a curated lineup of cultural icons and friends of the brand, dressed in bespoke Moncler designs.

Among the distinguished guests from the worlds of fashion, sport, and entertainment were Serena Williams, Alicia Keys and Swizz Beatz, Vittoria Ceretti, Fei Fei Sun, Colin Kaepernick and Nessa Diab.

Inspired by this year's Met Gala theme, *Superfine: Tailoring Black Style*, Edward Enninful crafted bespoke looks that reinterpreted traditional tailoring through the lens of Moncler's iconic design language — from dramatic puffer silhouettes and boudin quilting to outerwear reimaged as eveningwear.

The evening's connections ran deeper than couture — it was a celebration of co-creation and community. Friends of the brand and of Edward Enninful were called upon to bring that spirit to life, each look serving as the designer's personal interpretation of Moncler codes.

In September, that relationship comes full circle with the global debut of **Moncler x EE72 by Edward Enninful**, the celebrated visionary's first collection, previewed at last year's immersive *City of Genius* event in Shanghai. Enninful's Met Gala creations offered a glimpse into the collection — and a bold hint at what's to come.

Serena Williams

Wearing Custom Moncler x EE72 by Edward Enninful

Tennis legend, entrepreneur, and global cultural icon Serena Williams wore a fluid gown crafted from silvered seafoam-green liquid satin — extravagantly draped for movement and supported by an internal corset. A band of technical organza intarsia at the front offered a sensual, translucent effect. This look was paired with a floor-length, down-quilted silk satin cape, a bold nod to Moncler's puffer heritage.

Alicia Keys and Swizz Beatz

Wearing Custom Moncler x EE72 by Edward Enninful

Grammy Award-winning artist, producer, entrepreneur, and powerful force in the world of activism Alicia Keys and her husband, Grammy Award-winning producer and creative powerhouse Swizz Beatz, wore sharply-tailored navy and red striped looks, referencing the dandy-inspired, menswear theme. Alicia paired her wool-silk suit with a Moncler-coded oversized down scarf, a structured bralette, and a handcrafted beaded headpiece. Swizz Beatz wore a silk durag designed by Paul Richards, the Jamaican-American creative director of Pierre Blanc. Based in New York, the emerging designer adorned the piece with Swarovski crystal trim.

Vittoria Ceretti

Wearing Custom Moncler x EE72 by Edward Enninful

International supermodel Vittoria Ceretti wore a tailored minidress crafted from traditional navy pinstriped wool, reimaged into a corseted shape with a dramatic tail. A matching iconic down cape and extravagant hood echoed the silhouette and textile language of the Moncler x EE72 by Edward Enninful ready-to-wear collection.

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Fei Fei Sun

Wearing Custom Moncler x EE72 by Edward Enninful

Fashion icon Fei Fei Sun wore a floor-sweeping, long-tailed trench in blue duchesse satin, a maxi-length reinvention of EE72 by Edward Enninful's all-black Moncler Genius original – layered over an asymmetric, liquid-effect ruffled organza gown.

Colin Kaepernick

Wearing Custom Ozwald Boateng

Former NFL athlete and civil rights activist Colin Kaepernick wore a bespoke three-piece suit with a draped cape in vibrant burgundy check, designed by renowned tailor Ozwald Boateng, in close dialogue with Edward Enninful and Moncler.

To craft the look, Boateng began by exploring Colin's essence — drawing on themes of pride, stability, and honor. The final ensemble strikes a powerful balance between strength and vulnerability: a sharply tailored, traditionally masculine suit softened by the fluidity and grace of the cape, draped with deliberate elegance.

Nessa Diab

Wearing Moncler x EE72 by Edward Enninful and Chuks Collins

Paying homage to Moncler's storied outerwear legacy, TV and radio host Nessa Diab wore a cropped cape in the brand's signature nylon laqué, its sculptural silhouette defined by iconic boudin quilting and finished with a distinctive Moncler x EE72 by Edward Enninful logo patch.

She layered the cape over a gown by designer Chuks Collins — a statement piece from his Spring/Summer 2025 *Nné* Collection, titled *An Ode to Mama*, which honors maternal strength, legacy, and the artistry passed down through generations. Reimagined for the Met Gala through the lens of this year's theme, the gown blends the heritage of dandyism with a soulful narrative of identity and ancestry. Crafted in deep black silk faille, it features an elongated, corset-inspired bodice with tailored vertical silk velvet seaming — evoking the structured elegance of 19th-century dandy waistcoats — while a gathered, architectural skirt brings sculptural drama, nodding to archival silhouettes with a distinctly modern, feminine power.

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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