



MONCLER GRENABLE F/W 17-18

From its establishment, the Moncler Grenoble collection has been presented in New York City, and for F/W 2017-18 Moncler has again opted to give a highly representative angle to its now traditional appointment within the Big Apple. For the Fall Winter season, the curtain will rise on the collection at Hammerstein Ballroom on February 14th, Saint Valentine's Day.

The theme for the F/W 2017-18 collection plays out an enthralling game fusing the fantastical with the technological in a tale resembling an allegory – a story, a poem, a picture interpreted to reveal a hidden meaning. Moncler's ongoing quest for creative renewal continues. It is time itself which stops in a poetic, condensed wintry freeze-frame – the dazzling transparency of ice makes for a timeless backdrop which focuses on an intensely contemporary feel with symbols of days gone by.

A rarefied winter ball is unexpectedly suspended in a mountain place, recalling a highly evocative scene from the romantic old classic 'Doctor Zhivago' with David Lean, where stars finally reach an enchanted residence, safeguarded by a thick layer of ice and snow, lost amidst the boundless, dazzling vastness of a snow-bound plain. In reality, guests find themselves in an exclusive ski resort setting. A courtly ritual is celebrated amidst stunning architecture with futuristic detailing, a hothouse of ideas transformed in to an abstract short-circuit of ice which wipes out any chronology and datability. Just like a grand ball of yesteryear, in an atmosphere combining Luchino Visconti with Stanley Kubrick, models are introduced by a master of ceremonies who orchestrates and underscores appearance and dance erups to the musical accompaniment of the New York City Chamber Orchestra.

The Moncler Grenoble F/W 2017 collection is split to perfection into three articulated and autonomous sections, all linked by the common thread of the distinctly sporting aesthetics of the brand. The first has a decidedly specialist approach, and features an innovative take on fabric research: Moncler Grenoble High Performance produces product renowned for its functionality and highly technical fabric use, designed to meet even the most extreme needs under challenging weather conditions. Garments are efficiently tested in the field by sporting talent with close working links with the Moncler brand. Performance and Style, the focal area of the Grenoble collection, is traditionally dedicated to the functional design of snow sports, especially that of Après Ski but increasingly geared towards the day to day wearability of city life.

The underlying concept and goal behind a Moncler Grenoble collection is to cover all aspects of living amidst the nature of a mountain resort during the Winter weather season. It is a creative approach to aesthetics which fuses its sources of inspiration with linearity, taking influence from the 1960s, 1970s and 1980s. Ski suiting, mens and womens clothing, are laminated with a film projection on interior linings, and heat-sealed to ensure the upmost waterproofing performance. Nylon use has undergone a chintz treatment, donning Moncler's traditional colours with focus on fire-red and sky-blue combinations. Nylon is thicker than in previous seasons with irregular surfacing. Trousers sport a slight flare influenced greatly by the 70s, whilst jackets are inspired by an environment reminiscent of the 80s – slim, clean cut, paired down, with boudin rolls that are not overly accentuated, marking out the body as they envelope it.

Extraordinary research conducted in the archives of tradition have yielded a range of interpretations on the theme of Scottish tartan, revolving around the cornerstone of plaid, with its warm, embracing consistency of a distinctly British imprint. Leaving the pistes behind, Après-Ski at Moncler Grenoble is interpreted with this approach, using a deep yet satisfying colour palette - hues reflect a distinctly natural attitude with incorporation of camel, tobacco and chocolate. 'Prince of Wales' graphic checks and Macro dogtooth check are developed for the Fall Winter season, inspired by years gone by. Accentuated geometric vocation synonymous with masculine tailoring of the 1960s and decades following, are incorporated alongside various sources of style inspiration.

Graded hues in linear patterns are the hallmark of men's shirting, blouson jackets and skirts. Wool texture is enhanced by various Japanese-made fabrics which are drier and lighter, disassembled and reconstructed on the loom using a complex manual process. Cotton velvet and corduroy also feature. Knitwear design is developed significantly this season, with sweaters in a chunky tricot recreating a handcrafted effect, and all-over embroidery exquisitely finished with crochet.

The consistent message throughout the Fall Winter collection is eclecticism, comfort and relaxation – a modern day interpretation of the Winter season which embraces a variety of approaches to functionality through innovative use of technical fabric.

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. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the Moncler clothing and accessories collections Moncler Gamme Rouge, Moncler Gamme Bleu, Moncler Grenoble and Moncler Enfant through its boutiques and in exclusive international department stores and multi-brand outlets.