

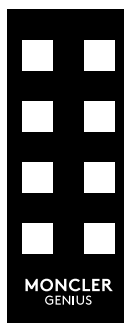


## THE HOUSE OF GENIUS

Moncler Genius is a dynamic project in constant motion. Following single launches, and according to precise and independent editorial plans, the Moncler Genius collections – 1 Moncler Pierpaolo Piccioli, 2 Moncler 1952, 3 Moncler Grenoble, 4 Moncler Simone Rocha, 5 Moncler Craig Green, 6 Moncler Noir Kei Ninomiya, 7 Moncler Fragment Hiroshi Fujiwara, 8 Moncler Palm Angels – communicate with each other once again, further to the presentation last February in Milan, in two special concept stores, The House of Genius in New York and Tokyo – from 4th October until late 2018 – and in more than 50 pop ups within the brand's monobrand boutiques, in several department stores and in selected boutiques worldwide.

The House of Genius in New York and Tokyo and the pop ups in the Moncler's monobrand boutiques redefine the concept of temporary space and reserve an unprecedented *Moncler experience* for the consumer, rewriting the rules of the single brand which becomes concept store.

Designed with an all-round curatorial approach, the two concept store, The House of Genius in New York and Tokyo are designed as interactive spaces animated by special activities to connect them even more and to establish a close and comprehensive contact with the metropolitan context in which they insert themselves. Unique creations can only be found here, developed together with the designers of the Moncler Genius project and sometimes implemented with highly significant specialised co-branding. An exclusive line that unveils in even greater depth several approaches of interpretation and precise creative aspects of the figures that have supported Moncler along this totally innovative itinerary. Limited edition products so full of personality and value like the vinyl recorded by the French twice Oscar winner Alexander Desplat, commissioned by Pierpaolo Piccioli, the vintage duvet patchwork blankets, woven in infinite shades, inspired by the 2 Moncler 1952 collection, the romantically retro and decidedly pragmatic boots and jewellery of Simone Rocha, the colourful ski helmets of 3 Moncler Grenoble. Craig Green immersed himself in the British male tradition of Grenson shoe-maker, while Hiroshi Fujiwara is working on a limited edition book and on the snowboard produced in association with Burton. A skateboard, a bag and air-mask, accompanied by a book, are the viral interpretations of Francesco Ragazzi or Palm Angels. There is even something for pets: Poldo Dog Couture has designed a set of yellow-black toys and a graphic and sophisticated double bowl just for them.



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Present only within the two concept stores and in the brand's pop ups, Moncler introduces a novelty, namely *The Yellow* collection. It is based on one shot products, cult items in a limited edition, distinguished by yellow and black, the two colours chosen to define the communication of Moncler Genius like t-shirts, laptop sleeves in duvets, knitwear caps, a belt-bag, the feather down gilet. There are other special items such as pencils, post-its and notebooks, smartphone covers, the friendly Monduck of the brand, and the Moncler Genius Book, a special edition of the project told by the protagonists. A true representation of the brand which multiplies the theme game and the narrative scope and communication ad infinitum.

“Today's world has changed enormously”, says Remo Ruffini, Chairman and CEO of Moncler. “Communication has been totally revolutionised. The consumer wants to see something new every day and expects new shapes and languages to interact with a brand. Moncler Genius represents the way in which the brand projects into the future. A future that starts now”.

Moncler Genius is a multi-faceted project that brings together complementary and diverse products that become a story and platform for a creative adventure which takes a real gamble on tomorrow and looks to the future. The House of Genius, which is its direct derivation, crosses the entire global scene to tell a formidable story of evolution, innovation and experimentation.

The House of Genius, New York  
106 Spring Street, Soho  
10012 New York

The House of Genius, Tokyo  
5-2-12 R2-A Minami – Aoyama, Minato-Ku  
107-0062 Tokyo

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

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