



## **MONCLER GENIUS THE NEXT CHAPTER. INVENTION AND INNOVATION.**

Moncler Genius, the new creative and business vision involving different creative minds, each one devoted to several interpretations of Moncler — released singularly one dot at time with continuous flow — unveils “The Next Chapter”. On February 20th 2018, Moncler breaks the rules presenting the Moncler Genius Building. An innovative project and a new strategy aimed at disrupting the traditional twice-yearly rhythm of the fashion shows, by showing 8 different collections all at once, while rolling out them once a month with individual and dedicated 360° launch plans. Both creativity and uniqueness are the fuel to this brand new project. Moncler Genius reflects a shifting world that overcomes the temporality of the seasons and represents a new course for the brand: different creative approaches, and therefore collections, redefine the Moncler’s dialectics in the digital era, able to establish a constant dialogue with the consumer looking at all generations.

On September 19th 2018, Moncler Genius evolves organically and completes its Moncler Genius Building offer filling in “The Next Chapter” with new collections to cover the whole year with an ongoing plan still keeping the brand’s unique heritage and traditions alive, while having a clear vision of the future that lies ahead. One house that speaks through different voices, in a progressive, even pioneering way.

“The Next Chapter” of Moncler Genius is disclosed today through different immersive video installations that illustrate the creative spirit, the intentions and the atmosphere of each collection. Moncler Genius concept is so strong that it can pierce the screen.

Working solely with the medium of video, each designer chose a personal take on the visual narrative. Moncler 1952 deconstructed and reconstructed whole outfits and details in endless geometric variations that build an hypnotic video collage. Simone Rocha gave sensual tangibility to an English garden in full bloom, letting petals and leaves and flowers unfurl on screen. Craig Green explored and blasted the sculptural tension and sense of protection of his pieces by unleashing them into a video-space. The modular constructivism of Noir Kei Ninomiya translated into a computerized reconstruction of a 3D virtual garment model. Fragment Hiroshi Fujiwara collaborated with artist Michal Socha on a cinematic animation that describes an adventure through elements and seasons.

The language is new to match a progressive timeline. Moncler Genius is a constant stream, on and offline, be it with product or creative acts. Showing the product on screens is a radical sign in synch with both the freewheeling creativity of Moncler Genius, its business mode and its fearless spirit.

Moncler Genius follows its own rules showing in an exhibition the significant vision that’s behind it. Virtual and real, online and offline always work in unison in Moncler Genius. Having product at the core, makes the virtual possible because the real comes first. So much so that the product is video-featured and not showed.

“The Next Chapter” of Moncler Genius is unveiled in an industrial space that works as a gallery. Throughout each room, spectators will get inside a pure, undiluted vision of each Moncler Genius. A kaleidoscope of images for a chorus of different voices, speaking for one house.

Relying on a unique creative vision, shaping visions of uniqueness in a totally free way, Moncler Genius affirms once more its progressive ethos based on invention and innovation.

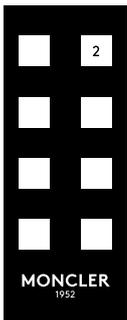
**MONCLER SPA**

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## MONCLER GENIUS

### 2-MONCLER 1952 LAUNCH DATE: JANUARY 31ST



**2 Moncler 1952** is a visually striking edit of Moncler classics, contextualized in the contemporary urban scenario. The interpretation is bold for men and quietly assertive for women.

The men's collection oozes a pop, urban zest, as highlighted by prints featuring stars and letters spelling Moncler out and loud, devised with artist Hey Reilly and swarming all-over the surfaces. Shapes and materials are functional: zippered jackets, field jackets, parkas, car coats, track-pants and Bermuda shorts come in cotton, nylon or rip stop fabrications. Geometries and intarsia create vibrancy as solid bright alternate with neutral tones or total black with vivid touches for a high visibility effect. Zippered pockets allow items to be functionally folded and packed; padded collars are another utilitarian detail. The giant size logo recurs as a mark.

The women's collection is an inclusive reinterpretation of wardrobe staples – from the blouson to the pleated skirt, from the parka to the slouchy pant to the cozy jumper – seen anew in subtle plays of volumes, textures and shapes to address a multiplicity of women. The mix of technical and precious materials – laqué nylon, technical faille, cotton drill, printed crepe de chine – is a defining note, just as the interplay of the functional and the decorative gives items a unique feel. Oversized drawstrings recur, allowing the wearer to manipulate and adjust volumes. The layering of pieces is spirited and intuitive. Prints add rhythm to a classic palette of neutrals, blacks and blues with dashes of red.

2 MONCLER 1952 available from January 31st in Moncler boutiques,  
[moncler.com](http://moncler.com) and in selective wholesale networks worldwide.

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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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