



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.

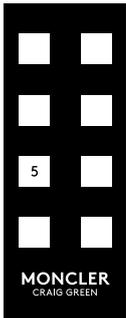
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MONCLER GENIUS

5-MONCLER CRAIG GREEN LAUNCH DATE: JANUARY 10TH



Craig Green continues his exploration of protection and performance. Green's visionary way of dealing with items of clothing is architectural just as much as it is pragmatic: the extreme shape in fact responds to a need, and as such, it performs. The wearable habitats he devised this season draw inspiration from tents and kites, offsetting volumes, lines and bright colors. The idea is brought to the extreme in the stiff hooded capes with rope strings, their dramatic shape highlighted by a strong use of bold, hi-contrast hues and sturdy materials. The same approach characterizes pieces made in softer fabrications and available in user friendly volumes. The jackets, blousons, fishtail parkas, work shirts and trousers come in a hi-impact palette of solid bright greens, yellows, oranges, cobalt blues. Print and intarsia are a further homage to sport kites. Moncler's Longue Saison is interpreted in challenging new ways. The idea of extreme protection is captured in the hood, a detail that recurs throughout, which offers a shield against the elements and a place of seclusion.

CRAIG GREEN BIOGRAPHY

"I have always explored ideas of protection and functionality within my work, something that is also at the core of Moncler's heritage. I thought it would be interesting for these ideas to be pushed further, interpreting Moncler's performance based history, and developing designs with their years of technical knowledge and expertise", Craig Green.

London-born designer Craig Green established his namesake label in 2012, shortly after graduating the Fashion Masters course at Central Saint Martins. He has since carved a unique position amongst the city's most innovative menswear designers, and continues to earn both critical and commercial success globally. Green's accolades include Emerging Menswear Designer at The British Fashion Awards 2014, the BFC/GQ Designer Menswear Fund prize 2016, and British Menswear Designer at The Fashion Awards 2016 and 2017.

5 MONCLER CRAIG GREEN available from January 10th in Moncler boutiques, moncler.com and in selective wholesale networks worldwide.

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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