



## MONCLER GENIUS ONE HOUSE, DIFFERENT VOICES

*Milan, February 20th 2019*

One year after its groundbreaking inception, Moncler Genius keeps evolving, truthful to its motto: one house, different voices.

Change happens in the frame of continuity and this season, the group of designers evolves with the addition of Richard Quinn, Matthew Williams of 1017 ALYX 9SM, as well as Veronica Leoni and Sergio Zambon sharing the helm of 2 Moncler 1952.

Remo Ruffini conceived Moncler Genius as a new communication and business model that celebrates the diversity of the contemporary customer in the digital era. He affirms “Moncler Genius is an answer to the times, a symposium of creative minds and an inspiring place. Each Genius operates singularly and the sum of the Geniuses interprets the Moncler identity. Different rooms house different visions, all of them shaping the global Moncler message and the Moncler Genius Building contains them all”.

The Geniuses’ vision was unveiled in Milan on February 20th with an event presenting the Moncler Genius collections including Pierpaolo Piccioli & Liya Kebede, Sergio Zambon and Veronica Leoni for 2 Moncler 1952, Sandro Mandrino for 3 Moncler Grenoble, Simone Rocha, Craig Green, Matthew Williams of 1017 ALYX 9SM, Richard Quinn, Fragment Hiroshi Fujiwara, Palm Angels Francesco Ragazzi and Poldo Dog Couture.

Moncler Genius is a creative hub promoting the energy that comes from a mix of different cultures: it’s a vision beyond borders of season, age and taste, talking to all generations of customers throughout a product rooted in Moncler’s unique heritage and values. The new luxury turns aspiration into inspiration as it is related to true values. Moncler Genius clearly pursues this goal, as it has done since first engaging with distinctive audiences.

Moncler Genius authentically continues to embrace multiplicity, enhancing it for creators and consumers: it’s a unique project, made of unique products and unique experiences, stemming from a curatorial approach. The focus is on both the variety of the product and the individuality of the client. The sum of the two is the awareness of inclusive luxury. The Moncler Genius Building is the place where the Moncler spirit becomes an experience.

What makes the project authentic and powerful with a brand new energy is the fact that the product is the core, taking different shapes according to the vision of each creator. Each collection will be released singularly through monthly projects, both physical and digital. Continuity is an asset that lets the project live, breath and expand. Virtual and real, online and offline work in unison. The uniqueness of the creator mirrors the uniqueness of the consumer. Each Moncler Genius speaks to a cross-section of global customers giving life to a unique community. The Moncler community.

Moncler is rewriting the rulebook and putting the consumer first. Promoting access as the highest expression of inclusivity, Moncler will open the Moncler Genius Building on February 24th to the general public, creating a synergy with the city of Milan by endorsing unexplored metropolitan areas.

Moncler is one house that continues to speak through different voices with an inclusive, unique and artful language. Each designer offers a personal point of view on the Moncler product and the values it stands for: authenticity, function, performance. Each Moncler Genius collection is identified with a number. Numbers do not create a hierarchy, but facets to the whole.

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## **0 MONCLER RICHARD QUINN | Prints pushed to the max**

Richard Quinn is a maximalist: he loves bold colors and odd opulence and favors couture shapes that recall the elegance of the Fifties and Sixties. He injected such personal tropes with the functionality of Moncler, delivering a visually arresting mix of statement outerwear, printed bodysuits, pumps and padded thigh-high boots. “It was an immense pleasure to work alongside Moncler and collaborate on such a beautiful collection. It was so exciting for both brands to come together and design pieces that are a true reflection of both brand identities and I’m honoured to be part of the Moncler family”, affirms Quinn.

## **1 MONCLER PIERPAOLO PICCIOLI | Couture that connects cultures**

Pierpaolo Piccioli fused the language of couture with patterns that recall African textiles, using the functionality of Moncler as the melting agent, and nylon laqué as the medium of choice. Bold silhouettes swarming in rhythmic intarsia ensue. “I am after a balance of dreaminess, extravagance and soulfulness. I involved Liya Kebede, who is an active supporter of African artisans with her label *lemlem*, in the process, creating something true to her, to Moncler and to my own sensibility. Connecting diversities is my idea of inclusive creativity”, he affirms. “There is no better way to show how time-honored traditions, like our *lemlem* artisans’ work, have a place in modern fashion than this partnership, working with Pierpaolo and Moncler. I was honored to be a part of this creative process, bringing together heritages that at first glimpse seemed so different but when unexpectedly combined, create something so rich and new, redefining beauty and reminding us that there are no borders in life”, says Liya Kebede.

## **2 MONCLER 1952 (Women) | Multiplicity as strength**

Veronica Leoni reinterpreted the Moncler code in a layering of materials and shapes that is surprising as it is pragmatic. Bouclé wools, fishnets, bleached tartans, padded tailoring, fur and knit mix with nylon in assertive pieces meant to be freely interpreted by variety of woman. “Moncler Genius stands for an eclectic, transversal, fluid way of doing fashion; the ultimate goal is being unique while in full consonance with the multifaceted touch of its philosophy. The quality of design, a spirited style as well as the authenticity and technical expertise are unquestionably part of the formula in the creative dialogue with Remo Ruffini”, says Veronica Leoni.

## **2 MONCLER 1952 (Men) | The laid back spirit**

Sergio Zambon keeps reworking the heritage of Moncler as an icon that is real and rooted in youth culture. He imbued a pop spirit with a relaxed attitude, keeping strong technical features. The mix of muted colors and laminated touches creates a fresh balance. “Since the first season my approach has been to rework the heritage of Moncler related to youth culture and its realness. Realness of an icon translated and evolved through the support of youth mixed with my passion for contemporary art, music, travels. 2 Moncler 1952 this season has a very contemporary laid back vibe for people who enjoy nature close to big cities. Cool climbers of XXI century with a perceptive behaviour”, declares Zambon.

## **2 MONCLER 1952 + VALEXTRA**

The collaboration between Moncler and Valextra was born of shared brand and product values and our dialogue with today’s culture. Valextra is renowned for its timeless luxury leather goods, inspired by architecture and design, with a strong Milanese legacy, which combines beauty with innovation and craftsmanship. In this collaboration, the minimal rigor of Valextra’s bags is disrupted by the oversized tone-on-tone signature down accessories of Moncler, resulting in an unexpected tension between the timeless and the current.

## **3 MONCLER GRENOBLE | Limitless technical freedom**

Sandro Mandrino is a functionalist with a twisted imagination. This season he figured out an ingenious dialogue between seemingly non-matching worlds, devising mountain gear suited for festival goers. The result is layered, lively and liberated; “The mountain is where Moncler Grenoble belongs, which means that performance is focal. I stuck to the brief in terms of fabrics and shapes, but went the opposite way in terms of treatments, opting for tie-dye, fringes and patchworks that have a crafty feel. Still, you can ski in these”, says Sandro Mandrino. Mandrino collaborated for the set-up of the venue installation with the Icelandic artist Hrafnhildur Arnardóttir also known as Shoplifter. The installation will be presented from May onwards during La Biennale di Venezia at the Icelandic pavilion.

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#### **4 MONCLER SIMONE ROCHA | A uniform for nature**

Simone Rocha evolved her trademark romantic shapes thinking about protection against the elements. Voluminous silhouettes inspired by tenting, blankets that turn into capes and a signature Broderie Anglaise meet the great outdoors, creating a new uniform for nature. “It has been an amazing opportunity to work with Moncler experts in their field and to explore the classic down fabrication in new ways with the Simone Rocha aesthetic. Fabrication and how it is manipulated and developed is a very important part of the design process for me”, affirms Simone Rocha.

#### **5 MONCLER CRAIG GREEN | The distortion of volumes**

The dialogue between clothing, body and space is central for Craig Green. He devised bold volumes made of a sum of light modules that can be folded, flattened and packed, creating shapes that shrink and grow. “It’s exciting to be part of the 3rd edition of the Moncler Genius project and to continue our partnership, building on what we have already created together and pushing these ideas further. Moncler has a strong heritage but still embraces change. They encourage an experimental approach and are not afraid of taking risks, which makes them a great collaborative partner and what I believe is unique about the Moncler Genius project”, declares Green.

#### **6 MONCLER 1017 ALYX 9SM | A modern take on function and comfort**

Matthew Williams mixed the metropolitan and industrial sensibility of 1017 ALYX 9SM, the brand’s distinctive techniques and signature hardware with Moncler’s function and comfort. The result is a modern line up of garment-dyed outerwear and hi-impact accessories such as sleeping bags. “Moncler stands for long lasting and high-quality garments with function and comfort at the forefront. 1017 ALYX 9SM strives for the same standards. We tried to inject our modern take into these principles. With my collection, I wanted to attempt to create products that Moncler has yet to make, as well as have a true marriage of the 1017 ALYX 9SM and Moncler aesthetics”, affirms Williams.

#### **7 MONCLER FRAGMENT HIROSHI FUJIWARA | The metropolitan crossover**

Hiroshi Fujiwara keeps tweaking vintage, military, urban and tech references with the keen sensibility of a unique cultural agitator. He knows how to turn the ordinary into the cult like: landing bold lettering and mysterious slogans onto clean, functional pieces. Aviator references mix with Mod nods and cartoon touches, while accessories provide further functionality. “Moncler Genius is the opportunity to mix different identities into a new one. It allowed me to test solutions and materials I have never used. The result is an unreleased Hiroshi, but it is also an unreleased Moncler”, says Fujiwara.

#### **8 MONCLER PALM ANGELS | Art breaking**

Francesco Ragazzi is a provocateur. As a designer and communicator, he knows how to ignite a reaction. Working with big volumes, bold shapes and laminated surfaces he has devised fearless urban silhouettes with a riotous, almost punk spirit. “I started with the idea of a vandalized art gallery. The purity of the lines and form are abruptly challenged. For me Moncler is about the simplicity of a product that comes to life in many forms. I wanted to break that form”, affirms Ragazzi.

Francesco Ragazzi collaborated with the artist Willi Dorner exclusively for the Moncler Genius exhibition event.

#### **MONCLER & POLDO DOG COUTURE**

Moncler & Poldo Dog Couture extends Moncler’s functional and protective values to the world of apparel for domestic dogs. The collection features the classic duvet dog vest in two sizes and many different colors in nylon laqué. A knit effect print is also featured. Poldo, our favourite four-legged friend that inspired the luxury dog brand Poldo Dog Couture launched in Milan in 2016. Love for man’s best friend is the signature of a complete collection including accessories, characterized by fancy fabrics and unconditional comfort.

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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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