



## **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.

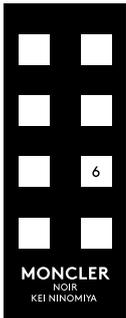
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## MONCLER GENIUS

### 6-MONCLER NOIR KEI NINOMIYA LAUNCH DATE: MAY 9TH



6 Moncler Noir Kei Ninomiya relies on repetition, modularity and geometric abstraction as creative tools. The technical challenge is the driving principle of his collections: although painstakingly complex in construction, however, Noir's creations are easy to wear when it comes to shapes and function. Blousons, skirts, dresses, parkas and jumpers are the building blocks of the Noir look, which is invariably black and anchored to the ground by sturdy shoes. This season pieces result from the sum of small modules, multiplied and held together by miniature metal rings: an industrial-looking technique made possible by sophisticated, couture-like workmanship. Silhouettes are though yet feminine, delivering an idea of aggressive romanticism. Fabrics are futuristic nylons, dolmias, laqué nylon and leather. The duvet is interpreted in both padded and flat versions. Petals swarm and multiply on small bombers and long gilets. Garlands and studded flowers add another element of punk romanticism and another level of technical prowess, while chains contribute a dramatic punch to the all black line up. Tubular elements are hand-woven into striking outerwear. Ultrasonic logos create new textures on both wearable items and small bags.

### NOIR KEI NINOMIYA BIOGRAPHY

"Moncler Genius is a challenge of innovation, and a progressive project in every respect. It allowed me the opportunity to develop new techniques of down. Progress always stems from the way things are made", Kei Ninomiya.

Born in 1984. Graduated Aoyama Gakuin University/French literature. Attended Antwerp Royal Arts Academy/Fashion. 9/2008 Joined the Comme des Garçons Co.Ltd. Started as Comme des Garçons patternner. 10/2012 Started out as designer of Noir.

6 MONCLER NOIR KEI NINOMIYA available from May 9th 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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