



## **MONCLER GENIUS WORLD TOUR 19–20**

The 1 MONCLER PIERPAOLO PICCIOLI launch is the final date on the MONCLER GENIUS WORLD TOUR 19–20. It culminates the blockbuster world tour that has brought Moncler Genius around the world, pairing each collection with a special activation curated to speak to their unique and inimitable character. The events have been celebrated with the same electrifying energy as tour dates, jumping from country to country, city to city, as the symposium of creatives took their unique spark of genius around the world.

### **MONCLER GENIUS**

#### **1–MONCLER PIERPAOLO PICCIOLI LAUNCH DATE: JANUARY 20TH**

Pierpaolo Piccioli merged the language, the dreamy colors and the grandiose shapes of couture with patterns that recall African textiles, devised in collaboration with model Liya Kebede, who is an active supporter of African artisans with her label Lemlem. The collection is extremely focused, and features ballgowns with trains, hooded little jackets and sculptural capes that envelop the body in poetic ways. It immediately conveys a feeling of couture as couture is perceived in the collective imagination. The effect is as poignant as it is extravagant. What makes it fresh and unexpected is a double encounter: between couture forms and the functionality of Moncler, as expressed by the choice of nylon laqué as the only fabric; and between couture and African textiles, although rendered in nylon. The mix works because it is a connection of differences and diversities that is truthful to the sensibility of Pierpaolo Piccioli, to the ethos of Liya Kebede and to the functionality of Moncler. It is a multicultural vision of inclusivity that augments Moncler's idea of bringing designer visions to a transversal audience.



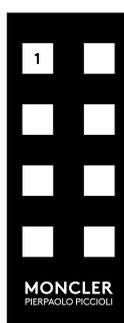
## MONCLER GENIUS

### PIERPAOLO PICCIOLI BIOGRAPHY

Pierpaolo Piccioli, Creative Director of the Maison Valentino. Fashion and its narrative power are the natural evolution of a dream. Breaking and rewriting rules. An idea of humanism that nourishes creativity. A human narration, personal yet unanimous.

1 MONCLER PIERPAOLO PICCIOLI is available from January 20th in Moncler boutiques and moncler.com and in selective wholesale networks worldwide.

1 MONCLER PIERPAOLO PICCIOLI is launched in partnership with Matchesfashion.



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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.*

**MONCLER SPA**

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