



MONCLER GENIUS WORLD TOUR 19–20

The MONCLER GENIUS WORLD TOUR 19–20 sees Moncler Genius escalate to the next level. It brings Moncler Genius into the context of a blockbuster world tour, pairing each collection with a special activation that will be curated to communicate its unique and inimitable character. Each collection has a dedicated launch which will be celebrated with the same electrifying energy as a tour date. The series of events will jump from country to country, from city to city, as the symposium of creatives tour their unique spark of genius around the world.

MONCLER GENIUS

6–MONCLER 1017 ALYX 9SM LAUNCH DATE: JANUARY 9TH

According to Matthew Williams, founder and creative director, 1017 ALYX 9SM stands for a metropolitan and industrial sensibility that is never dry or cold. He likes things that are touched by the human hand and subsequently feel warm and organic. He imbued such qualities, together with the brand's distinctive techniques and signature hardware, into the 6 MONCLER 1017 ALYX 9SM collection. Function and comfort, which are mandatory for both 1017 ALYX 9SM and Moncler, define a modern line up of modular outerwear. Puffers, padded parkas, featherweight parka windbreakers, sleeveless vests and bonded leather pieces are mixed with functional base layers and hi-impact accessories such as chain belts with hooks, hooded backpacks and neoprene boots with rubber soles. The idea is to let the respective DNA fuse into each other, creating products that Moncler had not yet made. The puffers, for example, are re-worked by the designer to recreate his characteristic metropolitan style. Color gradations on a nylon base are tactile and uneven. Taping and ultrasound welding are used extensively, while tights and tops are made from Econyl®, a regenerated nylon derived from waste materials including plastic recovered from the oceans. The color palette is suitably metropolitan: dominantly black, grey and white with outbursts of orange and red.

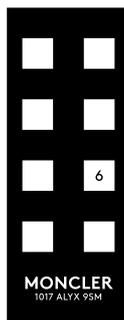


MONCLER GENIUS

MATTHEW WILLIAMS BIOGRAPHY

Raised in California, Chicago-born creative director Matthew M. Williams has worked with top talents from the worlds of art, music, and fashion throughout his decade-long career, shaping a refined aesthetic universe grounded in street culture. A keen interest in the creative process of fashion has led Williams towards extensive research and development into garment construction and greater fashion philosophy to present his brand, 1017 ALYX 9SM. The comprehensive ready-to-wear and accessories collections harness inspiration from his California youth and global urban subcultures. Sustainability is a major focal point in Williams' design and lifestyle.

6 MONCLER 1017 ALYX 9SM is available from January 9th 2020 in Moncler boutiques, moncler.com and in selective wholesale networks worldwide.
6 MONCLER 1017 ALYX 9SM is launched in partnership with SSENSE.



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

Via Solari 33, 20144 Milano [T] +39 02 42203500 [F] +39 02 4220451