



MONCLER FREEZE FOR FRIEZE

Moncler has taken another step down the path of supporting the creativity of tomorrow, which has always been a cardinal point in the brand's philosophy; this time in London with Moncler Freeze for Frieze, an exhibition in collaboration with the prestigious cultural and educational institution, the Royal College of Art.

Moncler Freeze for Frieze will take place from 7 to 9 October 2016 at the new Moncler flagship store at 26 Old Bond Street, and will raise funds to cover two exceptionally talented and deserving students' full tuition for their 2-year MA degree program in Fashion and Textiles at the Royal College of Art.

"I'm very passionate about the world of art, especially how meaningful it is as a language, a means of communication, encompassing one's personal views and abilities. Art, in my opinion, is a pure expression of creativity able to capture a single moment and transport its entirety into the future. Creativity has always been a key word for Moncler. Working towards this common goal alongside a high profile institution like the Royal College of Art is a great honor for me", commented Remo Ruffini, Chairman and CEO of Moncler.

Moncler has asked artists, fashion designers, friends of the brand chosen to represent different fields, cultural icons from the worlds of international pop-culture, music and design, and some of the renowned college's alumni and current students to donate a piece of their artwork to be exhibited for the first time ever outside the college's walls.

The nearly 400 pieces, all in postcard format and signed only on the back, have been freely donated by the artists and will be sold at a fixed price of 60 pounds each at the exhibition to be staged at the Moncler flagship store during the boutique's opening event on 7 October. This exciting installation will be guest curated by renowned journalist Tim Blanks and will run concurrent with Frieze London 2016. In addition a special selection of cards will be available exclusively on the brand's e-commerce platform moncler.com for international purchase. All funds raised will be donated to the Royal College of Art.

"Being one of the most successful design companies in the world, Moncler has been a great source of inspiration to our Fashion students for many years. I'm pleased to point out that Moncler is offering something more than just inspiration here, at the Royal College of Art, through these generous contributions to the scholarship fund. It's thanks to this collaboration, in fact, that two exceptionally talented students will be able to obtain their MA degrees," said Paul Thompson, Royal College of Art Rector.



The postcards all have the specific personal touch of the individual participant who helped transformed them into works of art. The artists' identities will only be revealed after purchase, thereby putting internationally renowned artists, up-and-comers and new young talents on the same level playing field.

As guest-curator of Moncler Freeze for Frieze, Tim Blanks commented, 'The RCA postcard project has always been a thing of wonder to me. It's such a fabulous metaphor for the randomness of life - you could get a Hockney or you could get a hackney. So I'm very happy - and flattered - to be involved in this edition. It's like a wonderful game. How good is your eye? Spot the future classic. Be surprised.'

Just as art can represent life and artists can immortalize moments in their creations, perennially giving the gift of those moments, those emotions to future generations, so too through Freeze for Frieze, Moncler is affirming its desire to "freeze" the moments depicted on the postcards, thereby making them immortal.

Moncler Freeze for Frieze is a unique project, a kind of game of expression and imagination, but also a sign of Moncler's constant commitment to welcoming the future with generosity and good faith.

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 Moncler clothing and accessories collections Moncler Gamme Rouge, Moncler Gamme Bleu, Moncler Grenoble and Moncler Enfant through its boutiques and in exclusive international department stores and multi-brand outlets.

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