



AUTUMN /WINTER 2014-15
THE BLACKOUT PROJECT BY DAN HOLDSWORTH

Blackout is a series of 21 large colour prints which British photographer Dan Holdsworth taken in 2010 and include shots of mountainous terrain in Iceland, demonstrating the shrinking of the glaciers. A reduction in light forces us to look deeper to understand what is being observed. This is both the technique and the goal of the artist, who works with exposures over many hours to convey the otherworldly landscape to observers, taking them to a place where the gaze achieves its utmost essentiality.

For the forthcoming Autumn/Winter 2014 season, Moncler has chosen one of these images and reproduced it throughout a collection of jackets, trousers and a series of accessories including; shoes, bags and a clutch bag. The result is a *mini collection* for skiing, designed for men and women alike.

The project pays tribute to the majesty of nature, which has long been an element of inspiration and a source of challenge for Moncler. Thanks to Holdsworth's images, it offers a profound cue for analysis, something resembling a giant X-ray which reveals the hidden skeleton of the mountain to the eye.

Moncler *Blackout's* unique collection will be presented in the brand's flagship stores from September 2014, and will be displayed worldwide with a touring photographic display.

Dan Holdsworth is English, and was born in 1974. He studied photography at the London College of Printing, and has put his signature to personal exhibitions at the BALTIC Centre for Contemporary Art in Gateshead and London's Barbican Art Gallery. He has also taken part in collective exhibitions organized at London's Tate Britain and the Centre Pompidou in Paris. His pieces have become part of the body of works displayed in institutions such as the Tate Collection, the Saatchi Collection and the Victoria and Albert Museum in London.

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.