



## MONCLER GENIUS. THE FUTURE STARTS NOW

Uniqueness is the force that shapes identity.  
Multiplicity is the shape of authentic uniqueness.  
The action is taken now one step further with a bold leap forward: Moncler Genius.

Moncler Genius is the place that contains Moncler's uniqueness and makes it surrounding.  
Moncler Genius is an ambiance shaped on imagination, creativity and truthfulness.  
Moncler Genius is a vision of the future, available now. A vision beyond the seasons establishing a daily dialogue with consumers.

Remo Ruffini conceived Moncler Genius as a hub of exceptional minds operating in unison while simultaneously cultivating their singularity. A republic of imagination, Moncler Genius starts operations today with the unveiling of the Moncler Genius Building: the place where such a vision is made tangible through products.

The Moncler Genius Building houses different cells, each one devoted to a singular project, all of them adding facets to the Moncler identity. Moncler Genius stems from a curatorial approach that keeps product at its center, function at its core and consumer as the addressee. It is a composite creative action based on the performing truthfulness of Moncler's products. This is what makes it authentic and powerful, giving a brand new energy.

Letting creativity run riot strengthens the uniqueness of Moncler. It allows the product to speak by itself as it takes different shapes according to the concept of each project. The uniqueness of all the projects mirrors the uniqueness of the consumers.

In Moncler Genius each project speaks a Moncler idiom that will naturally find its audience. Fragmentation is the force and raison d'être. Newness is addictive and energizing, fueled by pure creativity.

Moncler Genius is presented as a whole in the Moncler Genius Building, on February 20th night opening the Milan Fashion Week, but will be released one dot at a time through single monthly projects. By the time the Moncler Genius Building rematerializes in Moncler's boutiques, they become the venue of the multiplicity embodying the specialty store's energy. A series of polymorphous pop-up shops will be unveiled as well.

Materialize, dematerialize, re-materialize: the creative path is both a business mode and a communication strategy. An idea becomes a building that ignites monthly editorial and communication actions to finally turn into a shop. Virtual and real, online and offline work in unison. Having product at the core makes the virtual possible because the real comes first.



### The Moncler Genius Building

- 1 Moncler Pierpaolo Piccioli
- 2 Moncler 1952
- 3 Moncler Grenoble
- 4 Moncler Simone Rocha
- 5 Moncler Craig Green
- 6 Moncler Noir Kei Ninomiya
- 7 Moncler Fragment Hiroshi Fujiwara
- 8 Moncler Palm Angels

As a hub devoted to creativity, Moncler Genius strives for invention and innovation that customers will fully use and enjoy under the byline: one house, different voices, speaking of uniqueness to our clients, one by one, with relentless pace and one language. Moncler's language.

## CHANGE IS WHAT DRIVES US FORWARD

Eight different projects define the unity of Moncler Genius.  
Unity comes from focus, as interpretations of the Moncler ethos stem from the product.

Each project has the classic Moncler down jacket as the main playground, stands on its own, and all of them unanimously converging on the item. Keeping function at the core and approaching the duvet as an object, unique experiments ensue. The creative soul of each project morphs with the Moncler soul, creating a new identity that is truly authentic. The message is straightforward, the creative content clear. Creativity fuels an ascending movement palpable everywhere.

Moncler Genius acknowledges the singularity of the customers and the variety of their tastes, exploring fragmentation as an asset.

Each Moncler Genius project is identified with a number. Numbers do not create a hierarchy, but facets to the whole, the Moncler Genius Building.

1 is for pure essence  
2 is for pop trademark  
3 in for playful flair  
4 is for pragmatic femininity  
5 is for dress as habitat  
6 is for wearable geometry  
7 is for subcultural subtleness  
8 is for going viral

### 1 Moncler Pierpaolo Piccioli

Pierpaolo Piccioli stripped the classic duvet to the clearest shape, following the idea that purity is reached when form reflects essence. His take on functionality has a couture élan.

### 2 Moncler 1952

Moncler's trademark classics reinterpreted with pop colors and contrasting enlarged logo. Moncler 1952 is an homage to the brand's year of birth and defines the natural evolution, of over 65 years of history, based on technical research and creativity.

### 3 Moncler Grenoble

A peculiar flair for mix and match at work distinguishes Moncler Grenoble. Prints and fabrics, considered wide of the mark for mountain gear, assume a technical quality while keeping the playful sophistication intact.

### 4 Moncler Simone Rocha

Simone Rocha had images of daring Victorian climbers in petticoats in mind. She worked on voluminous silhouettes and deconstructed proportions merging a taste for embellishment with the performance quality of Moncler.

### 5 Moncler Craig Green

Craig Green conceives items that rewrite the dialogue between clothing and body, dress and habitat. He followed functional considerations, which he subsequently blew into abstraction without sacrificing a stringent need for pragmatism.

### 6 Moncler Noir Kei Ninomiya

Kei Ninomiya builds impactful silhouettes with Noir by multiplying modules into wearable geometries. For the first time, he applied his own painstaking craft to duvet, even turning it into knit.

### 7 Moncler Fragment Hiroshi Fujiwara

Hiroshi Fujiwara is a cultural fomenter and a pop infiltrator. He has a personal way to subtly tweak items giving them a cult-status spin. He shifted the Moncler duvet to his own parameters.

### 8 Moncler Palm Angels

Moncler duvet reduced to the essence, with an exercise in merchandising translated into a gift shop, playing with slogans and logos to spread the message virally.

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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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