



MONCLER GENIUS. THE PROJECT

An explosion of creative energy; this is the lifeblood running through the Moncler Genius project, a new multi-faceted chapter for the brand combining a variety of contributions which coexist alongside one another, creating a mosaic of differences and extraordinary individuality. These varied voices and approaches, some of which differ vastly from each other, are combined with highly distinctive languages, all brought together in a single design process conceived by Moncler.

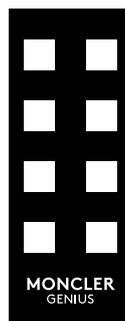
For Moncler Genius change is necessary, an ongoing renewal which prompts us to look far ahead, beyond every aesthetic and ideological frontier.

Moncler continues to explore the infinite possibilities of its uniqueness, adopting a special mix with autonomous, distinctive meanings. It is as if the present can be read in its contrasting lines whilst projecting itself into a future which begins now. Moncler Genius is a launch platform built on an unrivalled capacity for innovation and technological research, driven by unshakable faith in creativity.

“We have chosen designers that differ greatly from each other as we have always spoken to different generations”, says Remo Ruffini, Chairman and CEO of Moncler, who originally conceived this ground-breaking turning point for Moncler. “We constantly need to offer new experiences and new ideas. Moncler Genius is divided into several collections over the year. We have overhauled everything, by overcoming the very concept of seasons. Our approach is monthly, weekly, daily. An approach which considerably reduces the time that elapses between the collections’ presentation and when they actually arrive in the stores”.

There are eight sections that together express the Moncler Genius project, and which involve different creative figures. A task force to yield as many creative areas which define the company’s identity. The brand’s DNA is revealed through the various visions, supporting and cultivating the many and varied options for bringing them to life. Moncler Genius overcomes any and every timeframe and approach: from next June, the collections will be making singularly their debut in Moncler boutiques and selected multi-brand shops and department stores, and will be available for a defined period of time, until October, when they’ll be brought together in several Moncler flagship stores as well as pop-up stores in various cities around the world, including NY and Tokyo. A succession which is as emblematic as it is rapid all over the world, and must once again represent speed, movement and true dynamism.

“The world has changed”, concludes Remo Ruffini “the digital era has given us a new strength. The consumer wants a less filtered, more direct and above all continuous relationship. This strategic change in direction is the answer to this specific need, as well as a desire”.



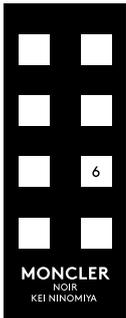
MONCLER SPA

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MONCLER GENIUS

6-MONCLER NOIR KEI NINOMIYA LAUNCH DATE: JULY 25TH



Kei Ninomiya approached the collection with the eye for intricacy and the sense of experimentalism he is known for. He explored an idea of wearable geometry, pushing the limits of duvet from both a technical and an aesthetic viewpoint, striving for innovation in both fields. Kei applied painstaking workmanship and fabric manipulation to the garments, using nylon and leather for a series of challenging yet functional items, made by multiplying small modules and assembling them into complete forms. Shapes are feminine, with round skirts, stoles and cropped jackets or longer coats defining punk yet romantic silhouettes, always completed with sturdy boots. Each item looks both familiar and surprising: iconic forms are taken to new grounds with a keen use of intarsia, quilting, stitching, appliqué, ruffling that create decorative yet geometric movements all over the surfaces. Even flowers turn into geometric cut outs or are morphed into dangerous leather applications. Technique is pushed to the extreme in the down-filled nylon tubes knitted into voluminous jumpers. The overall effect is one of dark romanticism, further stressed by the uncompromising palette of shiny, futuristic black.

NOIR KEI NINOMIYA BIOGRAPHY

“Moncler Genius is a challenge of innovation, and a progressive project in every respect. It allowed me the opportunity to develop new techniques of down. Progress always stems from the way things are made”, Kei Ninomiya.

Born in 1984. Graduated Aoyama Gakuin University/French literature. Attended Antwerp Royal Arts Academy/Fashion. 9/2008 Joined the Comme des Garçons Co.Ltd. Started as Comme des Garçons patternner. 10/2012 Started out as designer of Noir.

6 MONCLER NOIR KEI NINOMIYA will be available from July 25th
in all Moncler boutiques and moncler.com. The collection will be exclusively available for 5 days
on doverstreetmarket.com and from July 30th also in selective wholesale networks worldwide.

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.

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