



## 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.

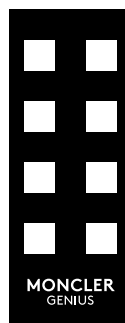
For Moncler Genius change is necessary, an ongoing renewal which prompts us to look far ahead, beyond every aesthetic and ideological frontier.

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”.



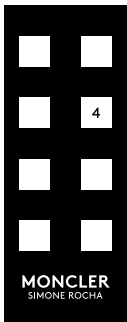
MONCLER SPA

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## MONCLER GENIUS

### 4-MONCLER SIMONE ROCHA LAUNCH DATE: SEPTEMBER 20TH



Originally inspired by the concept of Mountain, Simone's first collection for Moncler has taken inspiration from the Victorian Mountain climbers of the 19th century. Creating a uniform of voluminous silhouettes, deconstructed proportions and a new idea of a practical femininity. This has been translated through silhouette, volume and structure. The collection explores these ideas whilst entwining the Simone Rocha femininity with the utilitarian practicality of Moncler. The classic Moncler Down fabric is reinterpreted in a feminine functional way in Simone's signature colours; red, pink, ivory and black with pearl. The collection features signature sequin floral embellishment, collapsing frills and embroidered flowers. These florals are also translated into a signature woven cloque fabric. The beaded embellishment in pearls and black sequin flowers is naturally integrated into the seams of garments to reflect flowers and foliage on the mountains, growing in-between the rocks and cracks. The knitwear and cotton jersey stories in the collection are edged in lace with dense macramé flowers. The texture and handwork create a delicacy. Simone has presented full immersive outfits for this collection encompassing garments, sunglasses, bags, footwear and accessories. The garments are punctuated with hiking boots in leather with faux fur tongues and floral toes as well as classic down gloves with marabou trims. Integral to this feeling the bags in the collection are inspired by the hiking harnesses contrasted with classic Victorian purses. The textured faux fur straps are then integrated to create a feminine form of utility.

### SIMONE ROCHA BIOGRAPHY

"Moncler means nature, protection, activity, ambition, refinement, establishment and practicality. A mix of beauty and function is my interpretation of it", Simone Rocha.

Award-winning designer Simone Rocha was born and raised in Dublin, Ireland before going on to graduate from the acclaimed Fashion MA at Central Saint Martin's College, London. Debuting during London Fashion Week in September 2010, the collections explore the continued themes of Ireland, Asia, art and family. Signature fabrications are balanced with silhouette and hand-embellishment to create a modern form of femininity. Alongside receiving critical acclaim and working with the most prestigious stockists in the world, Simone continues to develop immersive retail environments within her stand-alone stores.

4 MONCLER SIMONE ROCHA will be available from September 20th in Moncler boutiques and moncler.com. The collection will be exclusively available for 5 days on NET-A-PORTER.COM and from September 25th also in selective wholesale networks worldwide.

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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.*

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