



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.

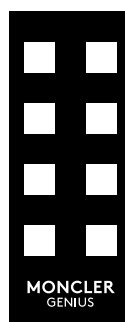
For Moncler Genius change is necessary, an ongoing renewal which prompts us to look far ahead, beyond every aesthetic and ideological frontier.

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”.



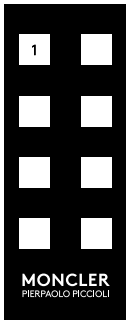
MONCLER SPA

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MONCLER GENIUS

1 – MONCLER PIERPAOLO PICCIOLI LAUNCH DATE: OCTOBER 11TH



In pursuit of hieratic purism, Pierpaolo Piccioli created graphic shapes that are as mystic as they are futuristic. His Medieval Madonnas seen through space-age lenses merge form with essence, which for Pierpaolo is the very definition of purity. Pierpaolo stripped the classic duvet to the bare essence. A-line silhouettes ooze a couture feel while keeping the sense of functionality which is a Moncler pillar. The collection encompasses zip-up hooded capes, both long and short, and skirts, complete with padded duvet spats and padded duvet gloves. Functionality is idealized to an nth: Pierpaolo worked solely with Moncler's basic down filled nylon, further highlighting the idea of reducing garments to the essence. Pieces become the building blocks of high-impact graphic looks. The sum of elements is highlighted by the contrast of saturated colors. Items come in a pictorial palette of ivory, black, amethyst, imperial yellow, bright green, orange, red and cherry red. Hues are meant to be mixed rather than matched. To highlight the sense of angelic spirituality, Pierpaolo worked with monk and artist Sidival Fila, who created the abstract and angelic canvases for the installation.

MONCLER PIERPAOLO PICCIOLI BIOGRAPHY

“Creativity and talent are the driving forces of Moncler Genius. I am proud to be part of this hub of inventors housed under one roof. What I have created is an uttermost expression of my taste and a very personal effort”, Pierpaolo Piccioli.

Pierpaolo Piccioli, Creative Director of the Maison Valentino. Fashion and its narrative power is the natural evolution of a dream. Breaking and rewriting rules. An idea of humanism that nourishes creativity. A human narration, personal yet unanimous.

1 MONCLER PIERPAOLO PICCIOLI will be available from October 11th
in Moncler boutiques, moncler.com and 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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