



MONCLER GENIUS THE NEXT CHAPTER. INVENTION AND INNOVATION.

Moncler Genius, the new creative and business vision involving different creative minds, each one devoted to several interpretations of Moncler — released singularly one dot at time with continuous flow — unveils “The Next Chapter”. On February 20th 2018, Moncler breaks the rules presenting the Moncler Genius Building. An innovative project and a new strategy aimed at disrupting the traditional twice-yearly rhythm of the fashion shows, by showing 8 different collections all at once, while rolling out them once a month with individual and dedicated 360° launch plans. Both creativity and uniqueness are the fuel to this brand new project. Moncler Genius reflects a shifting world that overcomes the temporality of the seasons and represents a new course for the brand: different creative approaches, and therefore collections, redefine the Moncler’s dialectics in the digital era, able to establish a constant dialogue with the consumer looking at all generations.

On September 19th 2018, Moncler Genius evolves organically and completes its Moncler Genius Building offer filling in “The Next Chapter” with new collections to cover the whole year with an ongoing plan still keeping the brand’s unique heritage and traditions alive, while having a clear vision of the future that lies ahead. One house that speaks through different voices, in a progressive, even pioneering way.

“The Next Chapter” of Moncler Genius is disclosed today through different immersive video installations that illustrate the creative spirit, the intentions and the atmosphere of each collection. Moncler Genius concept is so strong that it can pierce the screen.

Working solely with the medium of video, each designer chose a personal take on the visual narrative. Moncler 1952 deconstructed and reconstructed whole outfits and details in endless geometric variations that build an hypnotic video collage. Simone Rocha gave sensual tangibility to an English garden in full bloom, letting petals and leaves and flowers unfurl on screen. Craig Green explored and blasted the sculptural tension and sense of protection of his pieces by unleashing them into a video-space. The modular constructivism of Noir Kei Ninomiya translated into a computerized reconstruction of a 3D virtual garment model. Fragment Hiroshi Fujiwara collaborated with artist Michal Socha on a cinematic animation that describes an adventure through elements and seasons.

The language is new to match a progressive timeline. Moncler Genius is a constant stream, on and offline, be it with product or creative acts. Showing the product on screens is a radical sign in synch with both the freewheeling creativity of Moncler Genius, its business mode and its fearless spirit.

Moncler Genius follows its own rules showing in an exhibition the significant vision that’s behind it. Virtual and real, online and offline always work in unison in Moncler Genius. Having product at the core, makes the virtual possible because the real comes first. So much so that the product is video-featured and not showed.

“The Next Chapter” of Moncler Genius is unveiled in an industrial space that works as a gallery. Throughout each room, spectators will get inside a pure, undiluted vision of each Moncler Genius. A kaleidoscope of images for a chorus of different voices, speaking for one house.

Relying on a unique creative vision, shaping visions of uniqueness in a totally free way, Moncler Genius affirms once more its progressive ethos based on invention and innovation.

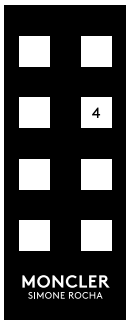
MONCLER SPA

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MONCLER GENIUS

4-MONCLER SIMONE ROCHA LAUNCH DATE: FEBRUARY 28TH



4 Moncler Simone Rocha explores the world of gardens and gardening in her collection, interpreting Moncler's idea of function in a true sophisticated way – a literary, stylized and imaginary one. Working with ultra light-weight nylons, dolmias and taffetas, but also with PVC and tulle, Rocha devised romantic, airy silhouettes swarming all over with flowers in bloom, flaps, embroideries and prints. Springtime blooming, in her hands, becomes a 3D treatment of Moncler's iconic jackets, blousons and parkas, merging decoration with functionality. The Moncler Longue Saison duvet is the starting point for intense experimentations and a softly sculptural explosion of romantic femininity. It is twisted and delicately turned, in a multiplication of flaps, pearls, sequins, flower prints, flower appliqué and hand embroidery. The trench-coat gains voluminous sleeves, or is cut in PVC. The gardening theme is highlighted by accessories and complements such as PVC aprons, floppy-brimmed hats, flower-shaped goggles, foulards, ruffled bags. Wellington boots with broderie anglaise cut-outs and gardening gloves provide an eccentric touch. Technicality and femininity mingle and merge, as a palette of blacks and neutrals is accented with red.

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 available from February 28th 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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