



GENIUS IS BORN CRAZY

Exceptional skills make the genius. So does the ability to envision things no one else sees and the dedication, application and hard work to bring them to life. Such ability is a form of craziness to the rest of the world. Every genius is invariably deemed crazy, until time proves him or her right and everybody begins to acknowledge the genius.

Moncler celebrates the crazy spark of genius, as well as its inner battles, daring spirit, explorative mind and fearless dedication, with a campaign shot by Tim Walker and starring Will Smith: **“Genius is Born Crazy”**. With this campaign, a visual study on the notion of genius, Moncler puts forth an authentic and powerful message capturing the drive, will, wit and uniqueness of truly inventive minds, celebrating unbridled virtuosity. Brilliantly spare, energetic images portray a genius at work.

Will Smith serves as a natural face for the Moncler campaign. As an actor, producer and musician, two-time Academy Award nominee and GRAMMY winner, Will brings an outsized imagination and dedication to creativity. **“Genius is Born Crazy”** marks the first fashion campaign in the artist’s career, during which he has created films, television and multiplatinum records.

What may initially be deemed radical or impossible has the potential to become genius. There is a crazy streak in Moncler’s own DNA that has been, throughout the years, a source of constant creativity. While sleeping bags and performance skiing gear may have been the inception point in 1952, Moncler has steadily evolved into a global brand, a metropolitan staple. This hint of craziness has been the driving force that took Moncler from performance to luxury, from mountain to city, from local to global, ceaselessly taking new shapes.

The **“Genius is Born Crazy”** campaign highlights the tensions and complexities within the mind of a genius, pushing beyond the scope and imagery of communication. As a brand, Moncler’s strength lies in a sense of constant evolution, in the tension to surpass the limits of the ordinary.

Genius is an act of becoming, not a state, a victory nor a proclamation.
Genius is born crazy, but it needs passion and perseverance to accomplish its own idea, as crazy as it may appear.

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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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PRESS OFFICE VIA STENDHAL 47, 20144 MILANO +39 02 422041 MONCLER.COM