



MONCLER GENIUS WORLD TOUR 19–20

The MONCLER GENIUS WORLD TOUR 19–20 sees Moncler Genius escalate to the next level. It brings Moncler Genius into the context of a blockbuster world tour, pairing each collection with a special activation that will be curated to communicate its unique and inimitable character. Each collection has a dedicated launch which will be celebrated with the same electrifying energy as a tour date. The series of events will jump from country to country, from city to city, as the symposium of creatives tour their unique spark of genius around the world.

MONCLER GENIUS

2 – MONCLER 1952 + VALEXTRA

MEN'S COLLECTION — SERGIO ZAMBON LAUNCH DATE: AUGUST 29TH

Sergio Zambon worked around the heritage of Moncler as an icon that is real and rooted in youth culture. He imbued the collection with a pop spirit and a relaxed attitude, keeping the strong technical features that are so integrated to the identity of the brand. The mix of muted colors with a vague seventies feel, often worn in tonal gradients for whole outfits, and laminated touches creates a fresh balance, while shapes are easy and laid back. There is an outdoorsy feel to the teddy fleece parkas, hooded sweatshirts spelling out loud FREAK, zippered blousons and padded duvet trousers, while a new, very relaxed way to interpret formality comes to the fore: windbreakers are worn underneath uniform-like sturdy suits, while neckties matching checked shirts land under puffer/cargo monochrome combos which are 2 MONCLER 1952's rethought idea of the suit. One of Sergio Zambon's trademarks in his work with 2 Moncler 1952 is the collaboration between graphic artists and fine artists. For this collection he combined with Romon Yang aka ROSTARR, an abstract artist, calligraphist and director who lives and works in Brooklyn. Graphics feature on jackets and knitwear marking the year the house was established in a 70s tone. The name of the collection itself is drawn with a free hand marker technique. 2 Moncler 1952 is targeted to those who enjoy nature close to big cities: cool climbers of the XXI century with a perceptive behavior. The voluminous parka and the zip up blouson are central pieces, their technical nature somehow contradicted by the tie-dye effects on surfaces landing a hippie touch that carries on in the fringing applied onto down jackets. Oversize, cross bodies and week-end bags enhance the 2 MONCLER 1952 collection as the result of the collaboration with the Italian brand Valextra disrupting its minimal rigor by the tone on tone signature down accessories of Moncler.

2 – MONCLER 1952 + VALEXTRA

WOMEN'S COLLECTION — VERONICA LEONI LAUNCH DATE: AUGUST 29TH

Veronica Leoni interpreted the Moncler code in a layering of materials and shapes that is surprising as it is pragmatic. Bouclé wools, fishnets, bleached tartans, macro ginkgo prints, padded tailoring, knit mixed with nylon in assertive pieces meant to be worn in different ways, according to individual whims, mixing and matching. Pieces feature double layers, detachable linings and details that make shapes malleable and interactive. The precision of the design acts as an invite for a wide cross section of women, as functionality and freedom of expression mingle and merge in a collection that is eclectic and modular. The offer encompasses puffer blousons with incorporated capes, extended parkas, biker jackets, tailored pieces with padded inserts. Bouclé wools and fishnets add an unexpected touch that clashes with the abstract functionality of the shapes. The overall feeling is one of comfort that does not sacrifice an idea of spare, streamlined elegance. The modular feeling carries on in the ribbed knit jumpers with buttoned pockets and the ribbed knit flares that offer a base layer to the looks. A series of patches devised in collaboration with Itchy Scratchy Patchy add a nonchalant feel to the biker inspired pieces. Oversize, cross bodies and week-end bags enhance the 2 MONCLER 1952 collection as the result of the collaboration with the Italian brand Valextra disrupting its minimal rigor by the tone on tone signature down accessories of Moncler.

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SERGIO ZAMBON BIOGRAPHY

Sergio Zambon is a multitasker with an ability in adapting to every environment he creatively inhabits. Honing and fine-tuning an holistic, all-around approach, he has worked over the years for a variety of houses and brands, putting his skills of designer and communicator, his point of view and sense of harmony and balance at the service of the client. He twists and progresses brands on every respect, from product to storytelling, keeping an elegant signature. Fluidity and adaptability are qualities Sergio Zambon has nurtured since childhood, being brought up in a wandering, multicultural environment. Born in Egypt to an Italian father and a Croatian mother, he settled in Rome, where he completed fashion studies at Istituto Europeo di Design. He has worked for twelve years at Fendi, consulted extensively while nurturing a niche project in the form of his namesake womenswear label and acted as Acne Studios' head of menswear. Formerly the designer of Moncler Twist, Sergio Zambon is responsible for menswear at Moncler 1952 since the inception of the project.

VERONICA LEONI BIOGRAPHY

Veronica Leoni is pragmatic in her approach to design as she is thoughtful. Spontaneity is her medium; soulful precision her signature. She came to fashion through a literary degree accomplished in her native Rome. However, she credits her aesthetic imprinting to the visual and subcultural richness of the city of London: a place that has been integral to the shaping of her taste and vision. A defining experience has been working alongside master purist Jil Sander, where Leoni acted as knitwear head designer in the span of time that saw Sander back at the creative helm of her eponymous label. Subsequently, she acted as head of pre-collection at Celine for four years during Phoebe Philo's tenure. She brings her crystalline vision to 2 Moncler 1952, where she is responsible of womenswear.

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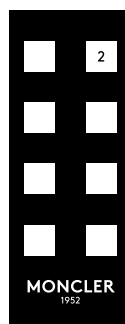
The collaboration between Moncler and Valextra was born of shared brand and product values and our dialogue with today's culture. Valextra is renowned for its timeless luxury leather goods, inspired by architecture and design, with a strong Milanese legacy, which combines beauty with innovation and craftsmanship. In this collaboration, the minimal rigor of Valextra's bags is disrupted by the oversized tone-on-tone signature down accessories of Moncler, resulting in an unexpected tension between the timeless and the current.

2 MONCLER 1952 available from August 29th in Moncler boutiques and moncler.com
and in selective wholesale networks worldwide.

2 MONCLER 1952 will be launched in partnership with LUISAVIAROMA.COM, a concept store skillfully mixes top designer names and emerging talents, featuring the latest collections for men, women, kids and the home.

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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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