



## **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**

#### **5–MONCLER CRAIG GREEN LAUNCH DATE: DECEMBER 3RD**

The dialogue between clothing, body and form is central for Craig Green in his exploration of protection and performance. Green devised pieces made as a sum of light modules that can be folded, flattened and packed, creating forms that shrink and grow, allowing big volumes to become small. Inspired by the properties of down filling, and how a relatively small quantity of the material has the ability to fill a much larger space, Green created featherweight outerwear that still maintains its protective qualities. All the garments – zip-up jackets with padded hoods, parkas and base layers – can be separated and condensed into small cubes. Details such as special zippers that extract air as they are being closed and components chosen in their lightest possible material enhance the function of each garment. A new structure in making down panels has been developed by Green in order to fulfil the packability challenge, with a 2.5cm gap added in-between every single pillow, acting as a hinge so that the item can be folded and volume condensed. As ever for Green, the collection is rooted in the functionality of workwear and uniform, highlighted with a color palette of military green, black, white and light grey offset against orange, yellow and red.

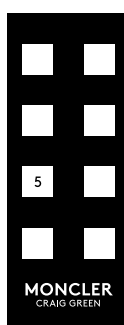


## MONCLER GENIUS

### CRAIG GREEN BIOGRAPHY

London-born designer Craig Green established his namesake label in 2012, shortly after graduating the Fashion Masters course at Central Saint Martins. He has since carved a unique position amongst the city's most innovative menswear designers and continues to earn both critical and commercial success globally. Green's accolades include British Menswear Designer at the Fashion Awards 2016, 2017 and 2018.

5 MONCLER CRAIG GREEN available from December 3rd in Moncler boutiques and moncler.com and in selective wholesale networks worldwide.  
5 MONCLER CRAIG GREEN is launched in partnership with Kith, both a multifunctional lifestyle brand for men, women and kids, and a progressive retail establishment.



---

*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.*

### MONCLER SPA

Via Solari 33, 20144 Milano [T] +39 02 42203500 [F] +39 02 4220451