



## **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**

### **MONCLER & POLDO DOG COUTURE LAUNCH DATE: NOVEMBER 14TH**

Moncler & Poldo Dog Couture returns with an updated collection of refined clothing and accessories for dogs characterized by fancy fabrics and unconditional comfort. The new season of luxury coats for four-legged friends is both classic and trendy, and crafted with a timeless ‘made in Italy’ style. The project, in collaboration with Poldo Dog Couture, sets the bar in canine chic and is the only collection that will never, ever be seen on the catwalk. Classics from the Moncler archive like gilets and raincoats are reinterpreted for man’s best friend. Duvet vests come in six sizes with an array of joyous colors including yellow, pink and blue, all naturally made with nylon laqué. Sensitive souls who shy away from rainy day walks are protected by a raincoat with translucent PVC fabric. And for the first time a knit effect lives on a printed gilet, recalling classic winter jumpers, a cozy aesthetic for winter wanderings. A matching leash and dog collar complete the collection in classic French flag tricolor.

**MONCLER SPA**

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## MONCLER GENIUS

### MONCLER & POLDO DOG COUTURE

Moncler & Poldo Dog Couture extends Moncler's functional and protective values to the world of apparel for domestic dogs. Poldo is our favourite four-legged friend that inspired the luxury dog brand Poldo Dog Couture, launched in Milan in 2016.

MONCLER & POLDO DOG COUTURE available from November 14th in Moncler boutiques and moncler.com and in selective wholesale networks worldwide.

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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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