



**MONCLER GENIUS
2 MONCLER 1952**

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MEN'S COLLECTION — SERGIO ZAMBON LAUNCH DATE: FEBRUARY 19TH

Sergio Zambon worked around ideas of layering and crossover for the collection, following his own inclination for the juxtaposition of seemingly distant elements into an all-inclusive, far-reaching mix. Collaboration is the other keyword, as Zambon likes to involve external players, engaging in rich creative dialogues. This season such collaborations include Awake NY, the brand that captures the unique spirit and diversity of the Big Apple. In a two-way exchange, the Moncler/Awake logos are simply yet boldly juxtaposed on jackets and trousers. Involved in a hand-to-hand collaboration, graphic designer Fergus Purcell offered an interpretation of motifs inspired by African wax prints, while Cape Town surf brand Mami Wata Surf provided mischievous patterns for t-shirts, sweatshirts and swimming shorts. The spirit is energetic and youthful: according to Zambon, Moncler is an icon that is real and rooted in youth culture. The shapes are kept easy and straightforward, yet subtly tweaked and twisted. The offer encompasses trench-coats, light duvets, windbreakers, parkas, padded vests, jumpers, tees and trousers, in a palette of white, grey and black shot by bright dashes of green and electric blue and broken by imaginative prints. Ocelot spots add a wild twist to easy pieces such as jumpers and trench-coats. Crinkled nylon is used for summer travel jackets, kimono shapes sport hoods and Nbedele geometries adorn narrow scarves. The outdoorsy feel is shot with hints of 90s rave culture: Zambon likes to keep the crossover as far stretching as possible. Printed duffel bags, colorful loafers and skater sneakers expand the all-inclusive spirit.

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WOMEN'S COLLECTION — VERONICA LEONI LAUNCH DATE: FEBRUARY 19TH

Veronica Leoni worked around an idea of an ultra-feminine, roguish wanderer for the collection. She interpreted the Moncler codes through multicultural connections of signs and traces taken from different cultures and mixed in unexpected, abstract ways. The volume of kimonos and the wooden platforms of Japan meet African geometries as Giraffe prints are splashed onto sportswear shapes and Chinese silhouettes are reconfigured as utilitarian suits. Mischief-drenched tropical lightness is carried through Leoni's signature superimposition of forms, this season in weightless and transparent materials with an x-ray effect. As a palette of neutral and sandy tones solidifies into deep notes of chocolate and is lit by touches of red and saffron to end in shades of blue and navy blue, the play of textures - matte and shiny, smooth and coarse mingled in endless permutations - adds another layer of stimulation. Papery nylons, cotton duchesse, printed ripstop nylon, suede, ottoman and Moncler's own laqué nylon are cut into voluminous silhouettes that can be easily reconfigured by the wearer: pulling cords to get the volume closer to the body, undoing a zip to turn the parka into a cape. A cotton duchess field jacket matches the trousers. The trench-coat is lightly padded. Blousons have puff sleeves and the padded vest is elongated and made in suede. Parkas have kimono shapes. Ribbed knits are worn underneath, sometimes opened by elbow slashes that allow further reconfigurations. Multi-brim hats, twisted totes, huge backpacks and wooden platforms highlight the wandering feel.

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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 2 Moncler 1952 since the inception of the project.

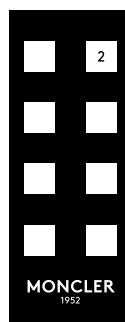
VERONICA LEONI BIOGRAPHY

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 since 2018.

2 MONCLER 1952 is available from February 19th in Moncler boutiques, [moncler.com](https://www.moncler.com)
and in selective wholesale networks worldwide.
2 MONCLER 1952 is launched in partnership with Mytheresa.

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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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