



**MONCLER GENIUS 2020, ONE HOUSE, DIFFERENT VOICES:
EXPLORING NEW TERRITORIES, GIVING VOICE TO PEOPLE**

Milan, February 3rd 2020

In its third edition, Moncler Genius keeps on evolving and exploring new horizons, different categories and novel approaches to communication that give a voice to personal creativity.

Times move, Moncler Genius moves. Moncler Genius reaffirms itself as an open concept that is driven by experimentation and crosses the lines of conventions. Its DNA lies in reinvention. Its reason to be is to decode the customers' behaviors, expectations and emotional connections.

Naturally, the Moncler Genius creative hub evolves and announces its 2020 lineup welcoming JW Anderson with his arrestingly clever vision of gender-defying fashion. The Northern Irish designer brings a unique design aesthetic that offers a modern interpretation of masculinity and femininity through a cross-pollination of menswear and womenswear. He joins the house alongside Sergio Zamboni and Veronica Leoni for 2 Moncler 1952, Sandro Mandrino for 3 Moncler Grenoble, Simone Rocha, Craig Green, Matthew Williams of 1017 ALYX 9SM, Fragment Hiroshi Fujiwara, Richard Quinn and Poldo Dog Couture.

This year Moncler Genius enters a new phase and goes beyond the product embracing the world of experience while empowering personal communication and bringing connections and emotions from the digital domain to real life. The house of different voices breaks its own boundaries by exploring beyond fashion and giving a voice to personal creativity.

Moncler Genius takes its first step in this direction joining forces with the iconic luggage brand RIMOWA to unveil a bold new travel concept, Moncler RIMOWA "Reflection", showcasing novel innovations in technology, connectivity and communication in the digital age. The idioms of social media are brought to a physical dimension giving people the opportunity to communicate and connect with the world.

The potential areas of experience for Moncler Genius know no limits. The vision is to reinterpret the ordinary through the extraordinary and to inspire emotions in both the city, and the mountain, where Moncler was originally born. With this belief, Moncler Genius 2020 extends its pioneering spirit as an innovator of the outdoors. MATE.BIKE offers a unique take on progressive travel with an electrical bike created for the extreme terrain of the mountain and the snow, testing the boundaries of conventional commuting and personal expression.

Remo Ruffini conceived Moncler Genius as an answer to the times. It is one house, different voices. Moncler Genius provides the frame, the lasting values and the tools to create, to residents that come and go. The values are solid and the shapes change constantly. It is a place where contemporary shapers of culture belonging to the world beyond Moncler are invited, in order to have other points of view on what the house stands for.

Rapidity is the key. The needs and the tastes of contemporary customers change at lightning speed. Fashion itself endlessly changes and morphs: Moncler Genius is a seismographer and this is why it is always in flux.

By avoiding to turn into a formula, Moncler Genius challenges, surprises, engages. The dialogue with the public is two-way, and is vital. Surprise and newness are the way.

One house speaks through different voices and Moncler keeps connecting through creativity.

MONCLER SPA

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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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