



## MONCLER GENIUS

### 5 MONCLER CRAIG GREEN | ELEMENTAL FUNCTION, HARMONIOUS FORMS

The language Craig Green has developed for Moncler Genius is elemental: a forward-looking take on clothing for the outdoors, the mountains and more generally for delving into nature. This is central to the new collection, which is designed for the lighter season and stems from a reflection on how our relation with being outdoors has changed over the last year. Even the mere act of being in nature, nowadays, feels transformative: the collection celebrates this renewed freedom of connection with the elements, embracing the possibilities within the natural world to propel us forward.

A new monogram shapes the id of the collection: its thick coiling lines have a zoomorphic effect, imparting the impression of a platypus or a frog – but left intentionally ambiguous. Smooth and flowing, the monogram represents symmetrical structures in nature and harmony with the environment. This amphibious and waterly ego is realized in the form of sculptural rafts based around the monogram that is the symbol of 5 MONCLER CRAIG GREEN.

Craig Green pushes a pragmatic take on garment-making and a keen reflection on function through an intensely imaginative vision. Keeping practicality and wearability firmly in mind, he devises items that are engaging and suggestive whilst favoring shapes connected to the realms of utility and uniform. Zip-up windbreakers and jackets come in lightweight cottons and nylons. Uniform jackets are cut in sturdy cottons and paired with chinos. The choice of fabrics is iconic for Moncler and includes matt, shiny, ripstop nylons, in a palette of muddy tones with highlights of red, yellow, orange, tangerine, electric blue. Different quilting patterns merge on cropped blousons, long parkas and shirt jackets. Sneakers, monogrammed bags and wallets complete the collection.

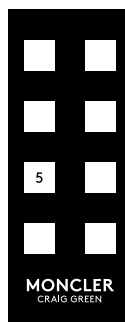
The collection revolves around the idea of contrasts: transparent/opaque, quilted/plain, matt/shiny, water/land. Embracing both, but finding the balance in between.



## CRAIG GREEN BIOGRAPHY

Craig Green is a London-born designer globally respected for the ingenuity, functionality and freedom of expression in his work. Green founded his label in 2012, straight after graduating from the MA Fashion course at Central Saint Martins in London. His design principles have remained constant since, rooted in the beauty and humility of functional clothing. Each collection, Green uses signature pieces, such as the worker's jacket, as a launchpad for ideas that connect with deeply rooted emotion. Pieces from his collections are now in the permanent collection of the Costume Institute of the Metropolitan Museum of Art in New York, and the Victoria & Albert Museum in London, and Green has been named British Menswear Designer at the Fashion Awards in 2016, 2017 and 2018.

5 MONCLER CRAIG GREEN is available in Moncler boutiques, [moncler.com](http://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.*

## MONCLER SPA

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