



MONCLER GENIUS 2020 EXPLORING NEW TERRITORIES

Moncler Genius extends its pioneering spirit in 2020 as it continues to enhance its exploration into new horizons. Giving a voice to personal creativity, a symposium of designers were invited to give their unique take on Moncler, and boundaries were broken as the creative hub went beyond fashion into the world of experience. Each Moncler Genius collection has a dedicated launch date, ensuring a facilitation of personal expression that rolls out ceaselessly throughout the year.

MONCLER GENIUS

2 – MONCLER 1952 MEN'S COLLECTION — SERGIO ZAMBON

An urban anthropologist, Sergio Zambon turns the study of youth movements – both real and imagined – into an opportunity for design. This season the energy of 2020 clashes with a 70s pop feel while iconic characters such as the preppy, the hippie and the punk inspire the attitude and items of the collection: from the chino pants to the parka, from metropolitan black to the idea of using blankets as capes. All of it is seen through the Moncler filter – laqué nylon, heavy satin for outerwear, and the down jacket in every version from upholstery corduroy to print – and blended in an all-inclusive mix that reflects the reality of the contemporary customer. In order to gain depth and unexpected nuance, the collection is conceived as a collaboration with the whole city of Los Angeles. Through contributions from key LA-based creative players, Moncler gets a touch of the city's sun-kissed, laid back spirit. Libertine provide rhinestone and glitz used on shirts and sleeveless jackets, UNDEFEATED the black nylon basics seen anew with a punk twist; Balt Getty devised lively street art patterns and AD.III the industrial metal jewelry worn on top of down jackets. The color palette is a mix of emerald, green and Prussian blue, rusty Seventies tones and black lit with bright touches of glue pink mixed with orange. Accessories highlight the anthropological mix of styles and decades: Seventies flat sneakers, boots, Eighties pointy boots, fur hats, plus practical duvet-carriers.

2 – MONCLER 1952 WOMEN'S COLLECTION — VERONICA LEONI

Veronica Leoni interpreted the outdoors attitude of Moncler with a lusciously feminine instinct. Imagining an army of women on a quest for a lost paradise, Leoni looked at the exoticism of the beginning of the 20th century and interpreted it in a modern and functional way. Shapes are soft and elongated, with enveloping coats that play the kimono and balloon shape to the extreme without forsaking function. While references are rooted in decadent imagery, the outcome is effective and grounded: technical fabrics replace silks, and even devoré motifs have a performance purpose, while drawstrings and cords, far from being merely decorative elements, allow items to be reconfigured in multiple ways. The collection merges the utilitarian with the languid to create something both empowering and elegant. Wools, devoré velvets, nylon twill, off-center diamond quilting and knit provide the opportunity for a layering of textures. Knitwear plays an important role, in mohair-padded jumpers that offer a playful interpretation of the boudin, and in elongated chenille sweater dressing. Military nods meet sanguine exoticism in a palette of blacks, blues and tans lit by bright touches of pink, red and powder blue. Accessories are chunky-soled boots and shoes with chain details or metal rings, and the quilted cylinder bags in nappa or nylon.

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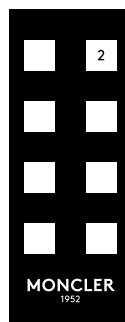
SERGIO ZAMBON BIOGRAPHY

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 since 2015, 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 available in Moncler boutiques, moncler.com and in selective wholesale networks worldwide.



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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