



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 are invited to give their unique take on Moncler, and boundaries are broken as the creative hub goes 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 through the year.

MONCLER GENIUS

5–MONCLER CRAIG GREEN

The technical and the industrial merge with a daring and imaginative vision in the work of Craig Green. The designer pushes practicality to an abstract edge, never forsaking the pragmatic aspect of clothes-making: it is in this space that a distinctive aesthetic takes shape. This season Green gave himself the task to work solely with one material: micro ripstop nylon, a super-lightweight yet extremely sturdy fabrication. He focused on concepts of transparency, security and protection, devising boldly practical forms by exploring ways of pushing simplicity to the extreme, building volumes around the body from flat items, from 2D flat items into 3D forms. Green has used the process of down filling almost like a print, making down filling visible and giving it a whole new meaning through exploring transparency in bright hues of pink, green, light blue, yellow and red. A series of pieces in graphic black and white feature flat printed outlines of key Moncler shapes with everything resembling a padded sheet when not worn, but a series of zips allow the body to inhabit and to give volume. In this creative and technical process, Green interpreted iconic Moncler shapes—jackets, duvets—celebrating both the house’s heritage and technical processes. Transparent sneakers complete the looks.

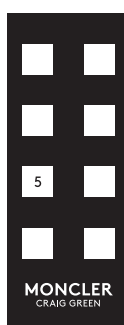


MONCLER GENIUS

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 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.

MONCLER SPA

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