



## **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**

#### **6 – MONCLER 1017 ALYX 9SM**

Matthew Williams is the purveyor of a fiercely metropolitan aesthetic that merges sleek design with considered function while relying on state-of-the-art construction and innovative, responsible fabrication. It's all about the merging of technology and craftsmanship, of the machine-made and the human-made. The collection stems from the will to fuse the identities of both 1017 ALYX 9SM and Moncler, creating a third, forward-moving entity that is faithful to both. 1017 ALYX 9SM's defining cuts, taped tailoring, laser-cut details, seamless sonic bonding and concise color palette meet Moncler's outdoors spirit. This season Williams evolved his research on garment-dyeing applied to duvet. Working with a muddy palette of neutrals mixed with black, and using organic fabrics treated to become technical, he built a line-up of padded and non-padded outerwear that plays with ideas of matt and shiny: parkas, cropped blousons, zip up trench coats, sleek trousers, articulated leggings. Implementing recycled nylon laqué and manipulation techniques, he even used a dust coating embellished by Swarovski on a statement puffer jacket. Looks are layered. Tights and tops are made from Econyl®, a regenerated nylon derived from ocean and land based waste, while signature hardware and hi-impact accessories such as rubber boots polish it all off. There is a distinctively organic feel that is new to the world of performing outerwear.



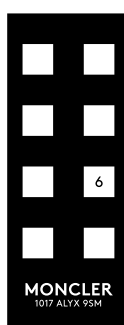
## MONCLER GENIUS

### MATTHEW WILLIAMS BIOGRAPHY

Raised in California, Chicago-born creative director Matthew M. Williams has worked with top talents from the worlds of art, music, and fashion throughout his decade-long career, shaping a refined aesthetic universe grounded in street culture. A keen interest in the creative process of fashion has led Williams towards extensive research and development into garment construction and greater fashion philosophy to present his brand, 1017 ALYX 9SM. The comprehensive ready-to-wear and accessories collections harness inspiration from his California youth and global urban subcultures. Sustainability is a major focal point in Williams' design and lifestyle. In June 2020 Williams was appointed Creative Director of the house of Givenchy.

6 MONCLER 1017 ALYX 9SM is available in Moncler boutiques, [moncler.com](http://moncler.com) and in selective wholesale networks worldwide.

6 MONCLER 1017 ALYX 9SM is launched in partnership with KITH.



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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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