



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 POLDO DOG COUTURE

Poldo Dog Couture extends Moncler's world of performance and protection to accessories for dogs. The collection features the classic duvet dog vest in a mixed pack of colors including forest green and crimson red all constructed in Moncler's signature nylon laqué. This season, a reflective jacket with 100% silver film is incorporated into a nylon jersey mesh to give a space-age feel with a crinkled and ultra-lightweight finish. Miniature versions of the Bady and Badymore jackets are carefully restructured for dogs to create the Mondog Vest in an all-terrain print, the ultimate statement of twinning the canine way. The foldable rainproof cape in emerald green, bright yellow or proud orange is meant to be worn alone or over the down vest. Collars and leashes in French flag tricolor and tan tone leather trim complete the selection. The size range runs from small breed to larger dogs.

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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