



MONCLER GENIUS 1 MONCLER JW ANDERSON

1 – MONCLER JW ANDERSON | A NOMADIC VOYAGE

Jonathan Anderson walks the fine line between the straightforward and the abstract. His work stems from a genuine appreciation of craft, the natural world and the act of making, twisted upside down in a vision that is playfully unpredictable. In this collection, his second for Moncler Genius, Anderson explores both his own British roots and the roots of the JW Anderson brand, giving a Moncler spin to JW Anderson archive pieces all the while delivering an interpretation of nomadic characters rooted in an idea of adventure. The seascape is the vast scenario: fishermen sailing in deep waters, women waiting on terra firma engaging in some highly crafty act of quilting, and then the sunsets reflected on the waters. As ever for JW Anderson, pieces are meant to be worn fluidly across genders. The eyelets and tri-stitching details of sailing apparel characterize parkas, field jackets, Bermudas and cargo pants, but also jersey T-shirts and sweatshirts, with vivid color block contrasts highlighting details - hood, pockets or closures. A color block jacket, a dégradé vest, a pair of trousers and one of Bermuda shorts are also available in a sustainable version. The external fabrics are made with ECONYL[®], a regenerated nylon derived from ocean and land based waste. The faded hues of Northern Irish sunsets are transferred onto long jersey T-shirt dresses as well as on anoraks, giving a dreamy twist to the utilitarian trail which is the background theme of the collection, seen in the field jackets, culotte shorts and washed garment-dyed trenchcoats. A vintage quilt inspires a whole selection of intricately quilted pieces, from the sustainable cotton long coat and cropped jacket to a feminine draped and gathered dress to inventive combinations of tops and culottes in delicate pastels hues. The same spirit in collaging contrasting elements carries on in the accessories: colorful, commando-soled chelsea boots; tri-stitched Cordura totes; quilted handle bags. The technicality of Moncler gets an adventurous twist.

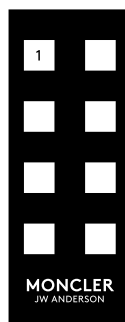


JONATHAN ANDERSON BIOGRAPHY

Jonathan Anderson is one of the leading fashion designers of his generation, earning both critical acclaim and commercial success with the collections he designs for his eponymous label, JW Anderson, and as creative director of the Spanish luxury house LOEWE. Anderson attended the London College of Fashion and launched his own menswear collection in 2008, under the JW Anderson label, and expanded into womenswear in 2010. JW Anderson has gained notoriety for its unique design aesthetic offering a modern interpretation of masculinity and femininity by creating thought-provoking silhouettes through a conscious cross-pollination of menswear and womenswear elements. In 2013 Anderson was named the creative director of LOEWE. Two years later, in 2015, he became the first fashion designer to be awarded both Menswear and Womenswear Designer of the Year by the British Fashion Council. Outside the world of fashion, Anderson is a dedicated supporter of art and craft. In 2016 he founded the LOEWE Foundation Craft Prize, the world's first international award for contemporary craft and in 2017 he curated Disobedient Bodies, an exhibition at The Hepworth Wakefield in Wakefield. In 2020 he became part of the Moncler Genius project.

1 MONCLER JW ANDERSON is available in Moncler boutiques, moncler.com and in selective wholesale networks worldwide.

1 MONCLER JW ANDERSON is launched in partnership with Moda Operandi.



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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