



**MONCLER PRESENTS MONDOGENIUS**  
**A World of Genius Puts on a Show**

On September 25, MONDOGENIUS comes to you.

For the first time, Moncler Genius presents its collections via a digitally led experience across 5 cities and through the vision of 11 designers, all under one show, hosted by 15-time GRAMMY® Award-winning artist and worldwide-celebrated music icon Alicia Keys.

Going beyond product, embracing culture, exploring creativity, nurturing experiences while crossing different worlds and different energies, bringing communities together in a journey into the unexpected - this is MONDOGENIUS.

“In these ever-evolving times, I truly believe in the power of connecting communities around the world through experiences. The greatest inspirations I had in my life came directly from people and at Moncler we know that the more we inspire people, the more they inspire us. This is the principle that guided the creation of Moncler Genius for 2021,” said Moncler Chairman and CEO Remo Ruffini. “MONDOGENIUS has been designed to be a real immersion into Moncler’s energy and cultural evolution without leaving anyone out.”

The global audience will be guided through New York, Milan, Shanghai, Tokyo and Seoul to discover and explore the concepts that have inspired the Moncler Genius designers, spanning a variety of fields including art, film, music and extreme sports. The merging of all these ideas, a convergence of different worlds gives way to a new level of inventiveness which has always been at the core and the essence of Moncler. Without borders, Moncler Genius reaches all voices and all communities, creating endless possibilities.

MONDOGENIUS will be hosted by Alicia Keys from Milan and will feature notable personalities, such as, actress and singer Victoria Song live from Shanghai.

Expect to see the following Moncler Genius designers on your screen:

- 1 Moncler JW Anderson,
- 2 Moncler 1952 Woman – Veronica Leoni,
- 2 Moncler 1952 Man – Sergio Zambon,
- 3 Moncler Grenoble – Sandro Mandrino,
- 5 Moncler Craig Green,
- 6 Moncler 1017 Alyx 9SM,
- 7 Moncler FRGMT Hiroshi Fujiwara.

Joining the roster of Moncler Genius:

- 4 Moncler HYKE,
- 8 Moncler Palm Angels,
- Moncler + DingYun Zhang,
- Moncler + Gentle Monster.



MONDOGENIUS is all about allowing everyone to experience this creative journey, wherever they find themselves.

The show will be hosted live via a dedicated microsite (<https://mondogenius.moncler.com>) and multiple social media channels comprising Instagram, Facebook, TikTok, Youtube, LinkedIn and Twitter, WeChat, Weibo and Douyin, as well as a network of Moncler Genius partners inclusive of e-tailers and media sites.

Opening up the world of Moncler Genius to everyone, MONDOGENIUS closes the gap between the physical and digital worlds putting creativity and entertainment in the spotlight. The limitations of the physical realm become an inspirational immersive digital experience with infinite possibilities.

And everyone is invited.

#MONCLERGENIUS

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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. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.*

**MONCLER SPA**

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