



## MONCLER GENIUS

### 7 – MONCLER FRGMT HIROSHI FUJIWARA | WORLD OF MONCLER

Hiroshi has many faces such as a creator, a producer, a musician and a godfather of streetwear. This background underscores his approach to crafting collections: wide-reaching reference, extensive sampling and offbeat collaborations, all fused together by his cultural sixth sense. He approaches fashion from a personal, if not egotistical, point of view: in making clothing that he himself would like to wear, Fujiwara touches a chord in his followers.

At Moncler, Fujiwara merges functional design and mysterious slogans with the brand's technical expertise, delivering seemingly normal pieces that are in fact full of hidden surprises. This season, the offer includes, for the very first time, a capsule of womenswear, together with Fujiwara's signature urban staples. The palette is in a rhapsody of black, while the look is layered and functional.

The first drop of 7 MONCLER FRGMT HIROSHI FUJIWARA 2021 focuses on lighter, mid-season items. For men, the range features bombers, puffers, workwear jackets, a diverse range of outerwear that nods to the designer's streetwear heritage, and sophisticated takes on jersey tops, jumpers, bermuda shorts and trousers. For women, the range includes a quilted skirt matched with a puffer, a dress with quilted top, and outerwear shapes borrowed from the man's wardrobe. Security patches and the new logo devised from Moncler's vintage labels characterize the items, both boldly and discreetly.

And always with an eye on tomorrow, Fujiwara has created a few garments with sustainable features. A puffed out anorak is crafted in organic cotton and sustainable fabrics, while quilted jackets include fabrics made with recycled nylon, and adorned with recycled brass snap buttons.

The slogan of the season that runs along the back of a jacket, sounds rather matter-of-fact: WORLD OF MONCLER. Whether right side up or upside down, read from any perspective its acronym, WOM, always reads the same. This reflects Fujiwara's consistent take on Moncler. He embraces its heritage, strength and uniqueness, the pinnacle of innovation, finest design, and communication as a distinctive whole.

As ever for Fujiwara, the collection involves different collaborations across a spectrum of sub cultures. British leather specialist Lewis Leathers returns to the fold, collaborating on a new version of their classic 441 Cyclone jacket, whilst interpretations of the iconic Chuck 70, a modern ode to the Chuck Taylor All Star, and Jack Purcell were created with Converse. The collection also includes an array of hats, beanies and bucket hats.

The launch of the collection is further celebrated with a short film conceptualized by Fujiwara himself and directed by ODD JOB to capture and celebrate the mood of city nightlife. Actor Tomohisa Yamashita reacquaints himself with club life in an innovative creation shot in dynamic monochrome, a nod to the graphic design aesthetic of the late 1970s UK 2 Tone scene, and set to music created by Fujiwara himself. Wrapped in the WOM jacket, he moves past a mix of clubgoers, including women wearing garments from the newly introduced womenswear capsule, in a reminder of the joyful energy night life can hold.



## FRGMT HIROSHI FUJIWARA BIOGRAPHY

Fujiwara was born in Ise, Mie. He moved to Tokyo at eighteen and became a standout in the Harajuku street fashion scene. During a trip to New York City in the early 1980s he was introduced to hip hop; taking American records back to Tokyo, he became one of Japan's first hip hop DJs, and is credited with popularizing the genre in Japan. He subsequently went into music producing, specializing in remixes. He is known as a godfather of Ura-Harajuku fashion and is a globally influential streetwear designer, he launched his first brand, Good Enough, in the late 1980s.

7 MONCLER FRGMT HIROSHI FUJIWARA 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**

Via Solari 33, 20144 Milano [p] +39 02 42203500 [f] +39 02 4220451