



MONCLER GENIUS

MONCLER + GENTLE MONSTER | Emotional swiping

Founded in Seoul in 2011 by Hankook Kim, Gentle Monster is a world-renowned eyewear brand that creates highly experimental, fiercely contemporary frames, following a design agenda that ranges from the extraordinary to the understated. Always primed for collaboration and dialogue, Gentle Monster has partnered with MONCLER GENIUS for the first time, with a collection that extends from frames to include clothing and accessories with this broader offering defined by the unmistakable creative vision.

Digital culture inspires the collection, namely the pervasive 'swiping' that denotes emotions, instant gratification, and approval in the online world. The theme features on everything from eyewear, to puffer jackets, and jersey pieces, questioning the limiting binary nature of this universal habit. Some frames employ swiping mechanisms as closures, with the Moncler logo elongated as if it has been swiped over. On one pair of oversized square sunglasses, the swipe functions as the metal hinge of an otherwise completely black design.

Compelling monochrome black dominates the clothing collection, creating a bold, yet sympathetic canvas for the signature eyewear. Details and bold silhouettes add refined drama to hooded down jackets, sleeveless down jackets, and recycled nylon and polyester shell jackets, alongside technical tops and trousers, tees and sweatshirts. Accessories include a selection of hoods made with recycled polyester, pouches and bags made with recycled nylon, and boots.

To celebrate this unique partnership, Moncler and Gentle Monster will launch a pop-up space within Gentle Monster's Seoul HAUS concept store. Here, the blurring between reality and the digital world - navigated via the swipe - are represented in extraordinary installations that have a physical and digital presence, and a conceptual presentation of the MONCLER GENIUS collection.

The MONCLER + GENTLE MONSTER collection will be available from May 5th in select Moncler boutiques, on Moncler.com and in the HAUS DOSAN Seoul pop-up space from May 5th to May 30th.

ABOUT GENTLE MONSTER

South Korean eyewear brand Gentle Monster was established in 2011 based on the philosophy of high-end experimentation. Focusing on product, space, styling, campaign, and service, Gentle Monster aims to offer a radically new and innovative point of view for design. These principles are addressed in not only the design of their sunglasses, but also in the design of their retail spaces and creative projects.

Their refusal to be recognized as simply an eyewear brand is spoken in every frame, project, and store. The rapid growth in Gentle Monster's popularity has led the brand to be regarded as a major creative force. Each pair of sunglasses embodies a duality of being. Seeking to satisfy this duality found in every person and in everything, Gentle Monster attempts to uncover a place in between playfulness and elegance, delicacy, and destruction, past and future.

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

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