



## MONCLER GENIUS

### 2 MONCLER 1952 MAN SERGIO ZAMBON | London's subcultures reframed

Ever the pop anthropologist with sensible antennae fine-tuned with what's happening in the creative communities of the world, Sergio Zambon developed the new 2 Moncler1952 Man collection capturing the widespread urge to travel, the quest for movement and excitement. The very idea of the trip was translated into the liberation of club culture – the ultimate sensory escapism. Nothing, of course, is the same the second time round. The activity Zambon channels is a freewheeling way of looking at things, with an escapist eye, rather than a way to oppose social norms; ultimately, it becomes a conduit for a sense of lightness and endless possibilities. The city of London, birthplace of club culture and subculture, is involved in an ideal collaboration, framing it all within a lively cultural and geographic perimeter.

Volume and color immediately hit the eye, with bright citrus hues splashed onto oversized, rounded shapes that float away from the body in curvilinear movements. The new silhouette is highlighted by the juxtaposition of matte and shiny surfaces, by the play-off of teddy fleece and technical nylon. New proportions and a rounded minimalism are key elements of the Achill jacket, presented in trademark pop colors. This can be considered the It down jacket of the season.

The collection consists of essential items such as the short or long puffer, the zip-up windbreaker, the hooded sweatshirt, the roomy trousers with adjustable drawstrings. The dialogue with the British world and the escapism and euphoria of open spaces entices the collaboration with heritage brand Barbour, whose iconic waxed cotton jackets, usually suited for country life, take the bright pop hues of the collection, swarm in ocelot spots, or grow into the longer shape of a trenchcoat. Culled directly from club culture are the hypnotic prints on sweatshirts as well as the makeover of the Moncler logo which condenses the season's theme into an eye-catching symbol.

Fabrics are nylon, crocodile-embossed nylon, lightweight and matte cotton-nylon, cotton in a palette of bright yellow, orange and green with touches of chalk, onion and black. Ocelot and tie-dye prints add movement to an overall solid use of color.

Acid green is harnessed from the season's color palette for the statement 1952 x Trailgrip: a stand-out low top sneaker that's crafted from the same fabric as key outerwear pieces in the collection, forming a bond between outer layers and footwear. The super-tough sole is designed for gripping mountains, but perfect for gripping dancefloors. Other accessories include nylon or hand crocheted bucket hats and Wallabee shoes in bright or natural hues developed in collaboration with Clarks Originals as a further nod to London and club culture through an enduring style loved by generations of subcultures.



## **SERGIO ZAMBON BIOGRAPHY**

Sergio Zambon is a multitasker with an ability in adapting to every environment he creatively inhabits. Honing and fine-tuning an holistic, all-around approach, he has worked over the years for a variety of houses and brands, putting his skills of designer and communicator, his point of view and sense of harmony and balance at the service of the client. He twists and progresses brands on every respect, from product to storytelling, keeping an elegant signature. Fluidity and adaptability are qualities Sergio Zambon has nurtured since childhood, being brought up in a wandering, multicultural environment. Born in Egypt to an Italian father and a Croatian mother, he settled in Rome, where he completed fashion studies at Istituto Europeo di Design. He has worked for twelve years at Fendi, consulted extensively while nurturing a niche project in the form of his namesake womenswear label and acted as Acne Studios' head of menswear. Formerly the designer of Moncler Twist since 2015, Sergio Zambon is responsible for menswear at 2 Moncler 1952 since the inception of the project.



### ***About Moncler***

*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.*

### ***About Barbour***

*Originally established by John Barbour in 1894 in South Shields in the North East of England to provide outerwear to fishermen, sailors and mariners to protect them from the worst of the British weather, today Barbour offers a complete wardrobe of clothes, accessories and footwear for men, women and children. Shirts, knitwear, trousers, footwear and accessories are now just as much in demand as Barbour's iconic outerwear.*

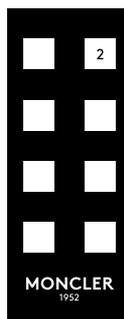
*Forever synonymous with the British countryside, Barbour's collections now span from the best practical country clothing to fashion-forward lifestyle collections. To this day Barbour's ranges continue to be inspired by the company's archives which date back to 1910 – each season classic designs are re-interpreted into modern, contemporary silhouettes.*

*A family-owned 5th generation brand established 128 years ago, Barbour is a global success story sold in over 55 countries worldwide including Germany, Italy, Spain, France, the US and Japan. In 2021 the company celebrated “a centenary of the we-waxing”, a sustainable service that has helped consumers to extend the life of their products for the last 100 years.*

### ***About Clarks***

*Clarks, based in Somerset, England, has been at the forefront of innovative shoemaking since its foundation in 1825, when brothers James and Cyrus Clark made a slipper from sheepskin off-cuts. At the time it was ground-breaking; a combination of invention and craftsmanship that's remained at the heart of what the brand does now.*

*In the Clarks archive of more than 22,000 pairs are shoes that have sparked revolutions and defined generations. From the original Clarks Desert Boot, first designed by Nathan Clark and launched in 1950 to the iconic Wallabee, each design has an instantly recognisable signature - a unique combination of craftsmanship and innovation that make it unmistakably Clarks. Clarks is a global business operating retail, wholesale, franchise, and online channels in over 100 markets.*



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