



MONCLER TAPS PLATON FOR A CELEBRATION OF EXTRAORDINARY CREATIVITY

October 10, 2022 – The brand introduces 7 Moncler Maya 70 jacket collaborations through the lens of renowned photographer, Platon. The new campaign will be unveiled on October 12th through an exhibition at the London opening of *The Extraordinary Expedition*: a multisensory journey into Moncler’s past, present and future.

The exhibition presents work by Platon, including Moncler’s latest campaign, together with seven additional portraits of extraordinary creatives connected to the city of London. Featured as moving images, all the portraits when together celebrate creativity and extraordinary human spirit. One of the creatives presented is the photographer himself, via self-portrait, recognising his contributions to Moncler’s 70th Anniversary. At the heart of the exhibition is a four-minute film by Platon, capturing the Moncler Maya 70 Collaborations through candid interviews with the exceptional talents chosen to embody each design.

The Moncler Maya 70 Collaborations campaign features:

Moncler Maya 70 by Palm Angels, worn by Elsa Hosk
Moncler Maya 70 by Thom Browne, worn by Lee Pace
Moncler Maya 70 by FRGMT, worn by Nigel Sylvester
Moncler Maya 70 by Rick Owens, worn by Michèle Lamy
Moncler Maya 70 by Giambattista Valli, worn by Bianca Brandolini and Honey Dijon
Moncler Maya 70 by Pierpaolo Piccioli, worn by Kristen McMenamy
Moncler Maya 70 by Pharrell Williams, worn by Tobe Nwigwe

Additionally, the exhibition expands to include seven extraordinary creatives:

James Barnor (HonsFRPS). The London-based, Ghanaian photographer whose incredible career spans six decades, two continents, and a variety of genres, including studio portraiture, photojournalism, Black lifestyle, and social commentary.

Ben Broome. Emerging art curator and founder of the ‘Drawing a Blank’ exhibition series supporting young artists.

Tiffany Calver. Award-winning, London-based DJ and broadcaster, who has established herself as a main player in the global rap scene. The twenty-seven-year-old tastemaker’s list of achievements includes being the first female host BBC Radio 1’s The Rap Show, Drake’s UK & Europe tour DJ, launching her own record label, No Requests (via Polydor), and performing at Paris Fashion Week.

John Glacier. Self-taught producer and punk-poet electronic artist from east London.

Ai Kamoshita. The London-based Japanese stylist and fashion editor - who also styled the 7 extraordinary London creatives for Moncler.

Gabriel Moses. A photographer and filmmaker from south London, whose work centres around the exploration of the intersections of art, culture, and family. In 2020, Moses became the youngest photographer to have ever shot a Dazed cover. His unique photographic eye has captured the attention of the worlds of fashion, music, and sport.



Platon. His unforgettable portraits of the world’s most powerful and prodigious personalities have graced the covers of The New Yorker, Vogue, and TIME. The search for truth, integrity, and human connection informs his empathic approach and defines his art. In 2013, Platon founded The People's Portfolio, a non-profit foundation which aspires to create a visual language that breaks barriers, expands dignity, fights discrimination and supports human rights around the world. A rare self-portrait by the inimitable photographer, who has documented this entire series for Moncler, completes the exhibition.

In 1952, the brand was born in Monestier-de-Clermont, France, with the simple goal to protect alpine workers from the cold. Through constant innovation, it equipped the most epic expeditions towards the world's highest peaks and accompanied the French Olympic ski team in 1968. During the "Paninari" movement of the 1980's it became an icon of Milanese urban style, and in the 2000's the brand graduated to the runways of Paris and Milan, with flagship boutiques opening on the world's most iconic luxury streets. In 2018 Moncler disrupted the conventions of the luxury world once again with Moncler Genius – an invitation to renowned fashion designers from across the globe to reinterpret Moncler's heritage for today. Moncler's 70th anniversary mark's a pivotal moment in the history of the brand.

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