



HIROSHI FUJIWARA PAYS HOMAGE TO A LONG-LASTING LOVE AFFAIR WITH THE NEW MONCLER X FRGMT COLLECTION

Showcased in a campaign starring Global Brand Ambassador Hwang Minhyun

Moncler x FRGMT by Hiroshi Fujiwara represents a loving and longstanding union of two vibrant worlds, each made richer by the Moncler Genius platform for co-creation. The relationship is one of the longest in Moncler Genius history and is steeped in mutual respect, passion for creativity and, most importantly, love.

This projection of love and creativity is echoed in the new campaign *Love is Human*, lensed by Tokyo-based photographer and director Xavier Tera. It's shot through the eyes of a LOVOT, an adorable and affectionate robot created to provide unconditional love, which Fujiwara first introduced us to at Moncler's The Art of Genius event in London. He presented his collection on LOVOTs as a tribute to "many kinds of love – many ways of showing love to others." Set in Seoul, the campaign is fronted by brand ambassador and longtime friend of both brands Hwang Minhyun.

The collection itself is a love letter to Moncler, a new logo features Moncler's iconography "hugging" FRGMT lettering, while the designs mine Moncler's archives and reinterpret signature styles with utmost care. The key piece of this collection is the varsity jacket: a style beloved by Hiroshi since the '80s, it's reinvented here for a new audience. Each varsity jacket features a unique serial number, making it a one-of-a-kind collector's item, and it's lovingly stamped with the street name of Moncler's design office in Milan. Houndstooth patterns swarm on signature Moncler puffers, and there are hints to the brand's mountain heritage through photo-prints of wild yellow lilies.

The Moncler x FRGMT collection will be available in select Moncler boutiques and on [moncler.com](https://www.moncler.com) from June 8th.

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. He subsequently went into music production. 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."

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.