



MONCLER X PHARRELL WILLIAMS CRAFTS A CITY-READY COLLECTION INSPIRED BY TIME SPENT OUTDOORS

Built on a shared foundation of community and lust for life, and fuelled by an avant-gardist energy, Moncler x Pharrell Williams has manifested a city-ready collection made for adventure and primed for the outdoors. Pharrell first joined the Moncler family in 2009 and this moment marks the next evolution in the friendship, powered by the Moncler Genius platform for co-creation.

The collection revolves around the idea of glamping: family camping, but with an emphasis on refinement, craftsmanship and expertise. The clothes are meant for outdoor experiences and metropolitan adventures alike. The fluidity of natural forms versus the geometry of architecture influences the overall aesthetic: down padding has a curvilinear expression on one jacket, or pyramid points on another. This being Pharrell, the vest is a central piece, interpreted in three-dimensional diamond quilting and meant to be layered.

Transformability is key: zippers allow long trousers to turn into shorts; a duvet blanket doubles as a cape; arms zip off a jacket to transform into a utilitarian fisherman's vest. The functionality of the garments – removable pockets, attachable keyring chains – is highlighted as a stylistic statement. Even the logo patch is detachable and multifunctional, allowing everyone to mark their pieces however they prefer. The palette of slate gray and moss green; lichen and cloud further emphasise the bringing together of town and country in a fresh new harmony.

Pharrell's unique talent is to create genre-defining work but to deliver it with a lightness of touch that makes it at once accessible and fun. This combined with Moncler's absolute know-how of the great outdoors makes for a campsite that is both safe, thrilling and open to all.

The Moncler x Pharrell Williams collection will be available in select Moncler boutiques and [moncler.com](https://www.moncler.com) from September 22nd, 2023.

On September 21st, 2023, the collection can be purchased one day early at an exclusive installation at Antonia Via Sant'Andrea 10, Milan, and on [antonia.it](https://www.antonia.it)

#MONCLERGENIUS
#MONCLERPHARRELLWILLIAMS



PHARRELL WILLIAMS BIOGRAPHY

Pharrell Williams is a visionary recording artist, producer, songwriter, philanthropist, fashion designer, and entrepreneur with 10B combined global music streams to date. He has been honored with 13 Grammy Awards, including 2004, 2014, and 2019 Producer of the Year, and ASCAP's Golden Note Award in 2012. He has received two Academy Award nominations for his original song "Happy" (Despicable Me 2) and for Best Picture-nominated Hidden Figures (2016) as co-producer. Williams also received a Golden Globe Nomination for co-scoring the film. In 2019, Williams received an Emmy-nomination for his original song "Letter to My Godfather," for Netflix's Black Godfather about legendary music executive Clarence Avant. In 2020, Williams was inducted into the Songwriters Hall of Fame for his work as The Neptunes.

In 2018, Pharrell narrated Universal's remake of the classic film The Grinch, authored the book A Fish Doesn't Know It's Wet, and released the Netflix Original series Brainchild (2018) with his producing partner, Mimi Valdés. Other projects include Dope (2015), Roxanne Roxanne (2017), Voices of Fire (2020) and Amazon's Harlem, which has been renewed for a second season and Lena Waithe's Rollin' for HBO Max.

In 2019, Pharrell founded YELLOW, a non-profit working to even the odds for all youth through education, helping them realize their potential. In 2020, Williams launched Black Ambition, a non-profit initiative that provides a bridge to success for Black and Latinx entrepreneurs who are launching tech, healthcare, Web 3.0 and consumer products/services start-ups. A longtime advocate against racial injustice, Pharrell was an integral part in talks with Virginia Governor Northam about Juneteenth being a permanent paid state holiday. In April 2019, Williams launched his first SOMETHING IN THE WATER, a multi-day music festival and experience on the beach in his hometown of Virginia Beach.

Pharrell excels as a fashion designer and entrepreneur with his Billionaire Boys Club and Ice Cream apparel brands, adidas, Chanel, Moncler, Richard Mille and Bionic Yarn. In the fall of 2019, Williams teamed up with David Grutman and opened both Swan and Bar Bevy in Miami's Design District, and The Goodtime Hotel in 2021. In 2020, Pharrell founded Humanrace™, a product company with a mission to empower all individuals in their pursuit of wellbeing across product and people. In February 2023, Pharrell was named Louis Vuitton's new Menswear Creative Director, having his debut show in Paris in June to wide success.

A longtime advocate against racial injustice, Pharrell was an integral part in the talks with Virginia Governor Ralph Northam about Juneteenth being a permanent paid state holiday, and continued to make the push for it to become a national holiday.

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.