



## MONCLER X PALM ANGELS REDEFINES AMERICANA ARCHETYPES THROUGH THE ART OF LIGHTNESS

A key force of the Moncler Genius platform since the very beginning, Francesco Ragazzi's Moncler x Palm Angels collections have evolved like chapters in a book, fostering values of freedom, individuality – and lightness. Lightness in terms of puffy volumes and soft textures, but also in terms of a hedonistic sense of freedom.

February 2023's epic The Art of Genius London Fashion Week event, where a community of thousands was immersed in a Palm Angels foam party in partnership with London's Boiler Room, set the tone for this year's collection. Fast-forward to a new campaign by Suzie and Leo where themes of jovial effervescence are reignited through a series of film vignettes and stills, portraying liberated partygoers that almost float through each frame.

### THE COLLECTION

The gender-neutral collection is a further exploration of Ragazzi's endless fascination with vintage (particularly the '90s) and Americana archetypes, interpreted through the distinctive Palm Angels filter. It exudes a post-preppy feel, taking elements from that enduring code and turning them around and upside-down on cable-knit sweaters, cable puffers, and an aged leather biker jacket.

The varsity sports-inspired story comes in block stripes and incorporates polo shirts and a reinterpretation of the style that's oversized and padded like a duvet. Details are also pulled from the classic button-down oxford shirt and used as accents, like button-down collars on zip-up puffers or an oxford patch shirt turned into a whole puffer jacket. Outdoor prints on puffers and cargo pants mix with cricket stripes, while lighter jackets are layered under oversized duvets. There is an evident relaxedness to the whole: oversized skater jeans and tracksuit bottoms are the finishing layers of fresh couplings that include beanies, caps, oversized totes and shades, and Peka Trek hiking style boots with bold contrast rubber detailing. It all adds up to a take on California preppy that is both familiar and surprising at the same time.

The Moncler x Palm Angels collection will be available on [moncler.com](https://moncler.com) and [palmangels.com](https://palmangels.com), and in select Moncler and Palm Angels boutiques from October 26.

#MONCLERPALMANGELS  
#MONCLERGENIUS

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## FRANCESCO RAGAZZI BIOGRAPHY

An Art Director trained in fashion communication Milan-born Francesco Ragazzi started Palm Angels in 2011 as a photographic illustration of LA's skater culture. The project became a book, published by Rizzoli in 2014 and thereafter into a brand in 2015.

Palm Angels, the book, set the tone of Palm Angels the label that stems from an Italian take on American culture and subcultures. If the inception of a project shapes the output, Palm Angels has been unique from the very beginning. For Ragazzi it is all about a precise point of view. It is essentially a vision, with a real human being behind it. The brand merges his appreciation for sartorial codes and an authentic passion for fabric with a proclivity for using clothing as cultural signifiers. He takes his art director role quite literally, letting imagination run freely.

Francesco Ragazzi applies to fashion creation the same gaze he had pointed towards that peculiar and long-lasting subculture as a photographer. He looked at the codes and the clothing of skating as well as other American street cultures but did so with a very Italian sensibility for materials and finishes of the highest level. Contrast is the keyword and modus operandi. Ragazzi appropriates iconic elements or garments and twists them to give a new meaning while keeping authenticity to tell a story. His own story.

Francesco Ragazzi came to fashion from an image making and art-direction background. Thereafter, the way he shows his collections is integral to the creative process itself. Ragazzi has staged massive runway shows in abandoned factories, brutalist playgrounds, piers, bringing in mountains of colored sand, building modernist towers, caging classical sculptures in plexiglass boxes while piercing darkness with beams of light. As a communicator connected to the now, Ragazzi understands that the polished, unattainable photographic image of the past is not anymore, the ideal tool to communicate a brand - at least, not his brand. The language he uses, in fact, speaks to the hyper connected generation in bold, direct ways, because what counts are the messages and the values around the brand, which is what the artistic director brings to the fore.

Born on June 7th, 1985 Francesco Ragazzi lives in Milan with his family.

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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.