



GENIUS IS EVERYWHERE. A CALL TO ACTION TO FIND YOUR INNER VOICE.
Moncler Genius presents its latest collection designed by JAY-Z, in partnership with Roc Nation

Creative polymath and entertainment industry titan JAY-Z has built an empire that touches multiple industries and global audiences. Moncler, born as a pioneer in protective mountain outerwear, has nurtured a Genius platform for co-creation that's evolved beyond the realm of fashion, venturing into art, design, entertainment, music, sport and culture. Moncler x Roc Nation designed by JAY-Z symbolizes creativity without limits, pooling experience and ambition from shared yet vastly varied points of interest, for a collection and manifesto that epitomizes the sentiment that genius is everywhere.

The meeting of minds kicked off in February 2023, at The Art of Genius immersive event at London Fashion Week, which expanded the Moncler Genius universe of fashion collaboration to a platform of co-creation across different spheres of creativity. For his Genius foray, titled 'The Art of All', JAY-Z and Roc Nation engineered an epic, yet deeply human journey in sound and vision in which he turned the spotlight away from himself - and onto the visiting creative community of thousands. State-of-the-art sound pods allowed guests to use their voice and become the creator, contributing their vocals to be engineered by legendary producer, Mike Dean. The community-sourced music created an emotion-centered piece: The Art of All.

*"The Art of All is the journey, it is the everyday, it is waking up and using your voice.
Genius is everywhere." [JAY-Z]*

Championing the idea that genius is everywhere, and the theme of inspiring people to use their voice, Moncler and JAY-Z narrate the collection's powerful story through a film manifesto, featuring music from The Book of Clarence movie (produced by JAY-Z) and narrated by artist, SAINT Jhn.

The film, directed by Irish video artists Páraic and Kevin McGloughlin, visually connects the ascent of the mountain with the urban climb of everyday genius, juxtaposing breathtaking outdoor imagery with striking photography of JAY-Z and Roc Nation's NYC. Angles and perspectives shift in signature artistic style, capturing the energy of ascension. Sheer mountain rock faces merge with downtown high-rises, ice tunnels with subway escalators, mountain ranges with jagged skylines, collaged with shots from Brooklyn where JAY-Z grew up and Roc Nation's Manhattan headquarters – conveying the campaign's message that genius is everywhere.



Accompanying the campaign, the Moncler x Roc Nation collection designed by JAY-Z, is conceived as a set of modular elements - like record samples that build to a cohesive track - individual pieces that layer and resonate in harmony. The offer is laser-focused in terms of both iconic shapes and a reserved palette of white, khaki, black, and bolts of bright orange. Recognizable Moncler forms are remixed with a New York City swagger to strike new chords - like a dollar-green puffer in embossed croc print, with a waterproof tech pocket on the sleeve. Styles are reversible, inviting freedom and play: one jacket flips from nylon shell to leather, an overshirt shifts pitch - from twill, to cozy shearling. Details are considered and special - a new hand-embroidered mountain logo, a standout crystal-embellished 'It's not rocket science' graphic on the back of a jacket. Boxy carded wool tees and a fine stocking stitch sweater exude understated casual luxury. Sweatshirts and hoodies team with baseball shorts, trackpants and trademark workwear-inflected trousers.

The Moncler x Roc Nation designed by JAY-Z collection is available from January 24, 2024 in select Moncler stores and on [moncler.com](https://www.moncler.com).

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.