

IN-STORE

Moncler points to skiing heritage with photography capsule collection

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Promotional image for Blackout

By SARAH JONES

French outerwear label Moncler is putting glaciers front and center with a traveling photography exhibit and capsule collection.

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Luxury Daily

Moncler's "Blackout" project features 21 images of mountain terrain in Iceland captured by artist Dan Holdsworth, one of which Moncler reproduced on jackets, pants and accessories in its fall/winter 2014 collection. This collection allows Moncler to pay homage to the "majesty of nature," which is a source of inspiration for the brand.

"Great brands identify the values that matter most to their target customers and ensure they are delivered in a clear and credible way," said Karen Kreamer, president of [K2 Brand Consulting](#), Overland Park, KS.

"With Moncler's Blackout project, they have literally woven their customers' values into the fabric of their products," she said. "This new line allows customers to express themselves and promote their beliefs in relation to the brand and its products."

Ms. Kreamer is not affiliated with Moncler, but agreed to comment as an industry expert.

Moncler did not respond by press deadline.

Photorealistic

Mr. Holdsworth captured the mountain ranges in 2010 using an exposure over a number of hours and reduced light, to create something like an x-ray of the terrain. The sky's blue color becomes black, and the ground appears in negative.



Blackout image from Dan Holdsworth

These photos were originally on display at the Baltic Centre for Contemporary Art from November 2010 to February 2011. They are also collected into a book, packaged with an essay, "Utopia," by science writer Oliver Morton.

One of these prints has been fashioned onto a skiwear line of jackets, trousers, quilted sweatshirts and accessories, such as backpacks and shoes. These pieces are available in-store as well as online through Moncler's ecommerce site.



In-store display for Moncler Blackout

Moncler unveiled the project with an event at its Montenapoleone store during Milan Fashion Week, which was attended by the photographer and fashionable names, including Japanese Vogue editor-at-large Anna Dello Russo.



Dan Holdsworth and Fabien Baron, editorial director of Interview magazine, at the Blackout event

In addition to the products on display, Moncler is exhibiting the line of prints by Mr. Holdsworth in-store, along with the photography book. This will then have a global reach as it travels the world.

Moncler's heritage is tied to snow-topped mountains, where skiers have worn its quilted jackets for decades.



Image from Moncler email to consumers

Fashionable causes

Other apparel brands have used the environment as the inspiration for clothing lines.

French fashion house Kenzo partnered with Britain-based conservation group Blue Marine Foundation to help protect the oceans through fashion.

Kenzo has launched a Blue takeover of both its London flagship store and its Web site, as well as a capsule collection to benefit the organization designed by the label's creative directors Carol Lim and Humberto Leon. As consumers are more and more interested in ecological causes, seeing a fashion brand take initiative on an issue will have a positive impact ([see story](#)).

Moncler has previously taken up causes with photography.

The label found a way to tie together corporate social responsibility, the fight against fakes, social media and its spring 2012 advertising campaign through a consumer-curated photo contest.

Moncler gave away T-shirts that were featured in its "Don't Steal the Jacket" film that worked to educate consumers about counterfeit goods. The brand then asked the recipients to share photos of the T-shirts on a dedicated microsite with the chance of being featured in the spring 2012 ad campaign ([see story](#)).

This new capsule and exhibit will allow Moncler to share its story further with consumers.

"Creating an effective brand story is an opportunity to connect with consumers on a powerful, emotional level," Ms. Kreamer said. "The Moncler Blackout project provides a showcase for the brand story in a very real and visible way.

"The new collection allows customers to really live the brand and tell the brand story," she said. "This level of brand engagement is strongly differentiating from other companies and helps strengthen brand equity over time."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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