

MULTICHANNEL

## Moncler appeals to adventurers with special-edition Leica

October 31, 2014



*Fabien Baron using the Leica X "Moncler Edition"*

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By SARAH JONES

French outerwear brand Moncler is showcasing its heritage of exploration through a partnership with camera maker Leica.

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**Luxury Daily**

The two brands sent photographer Fabien Baron on a trip to capture the landscapes of Greenland with the limited-edition Leica X "Edition Moncler" camera. The resulting exhibit, which will be shown in both London and New York, brings to light Moncler's history of battling the elements.

"This project speaks to the core of Moncler and their philosophy of viewing the world through the lens of a visionary, consistently shifting the perspective ever so slightly as to capture a new angle," said Derek Keller, assistant director of the [Global Luxury Management program](#) at NC State University and owner of [440 Gentleman Supply](#).

"The photos capture the essence of what could be thought of as the original inspiration and locations that gave birth to their products," he said.

"The exhibit will likely attract those passionate about photography and the arts, for sure, but also makes for an interesting event for Moncler's luxury customers to crossover into an

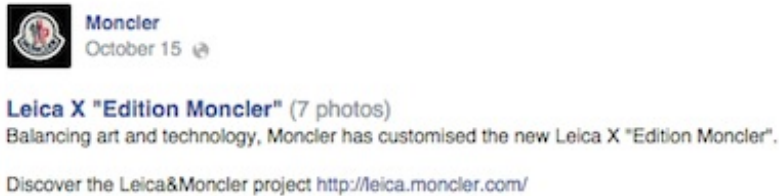
art-focused space."

Mr. Keller is not affiliated with Moncler, but agreed to comment as an industry expert.

Moncler did not respond by press deadline.

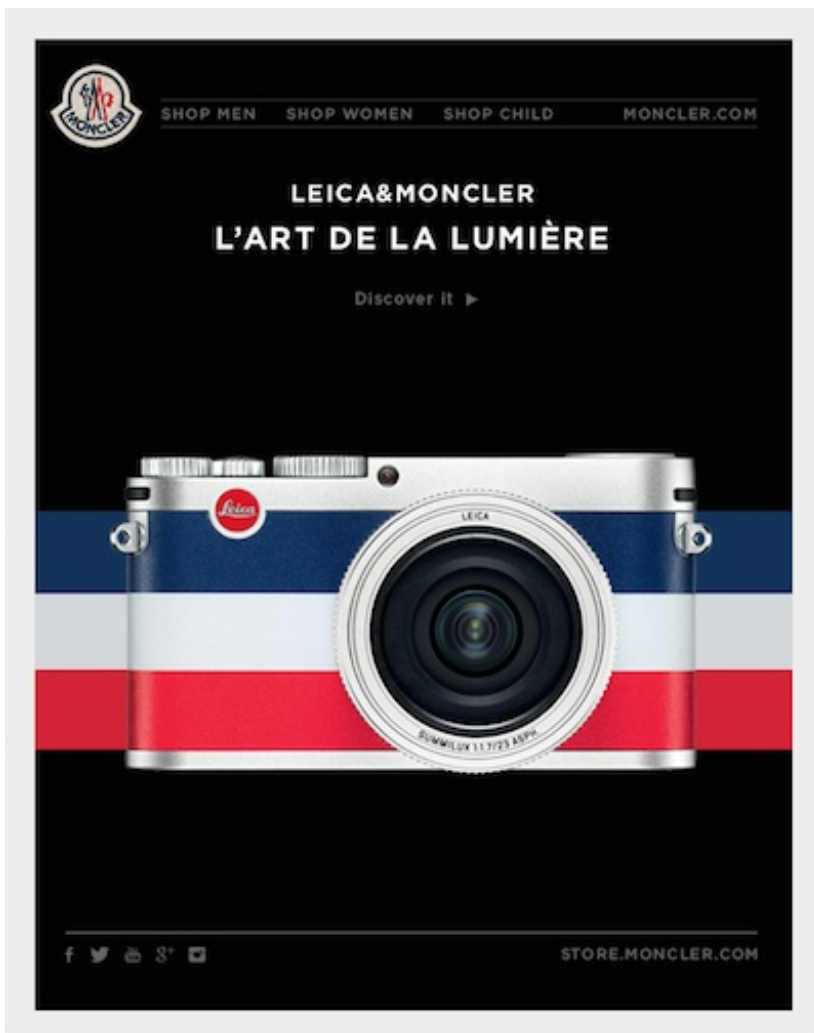
Photogenic journey

Moncler introduced the project to global consumers on Oct. 15, posting multiple images of the camera to social media and sending an email to its newsletter subscribers.



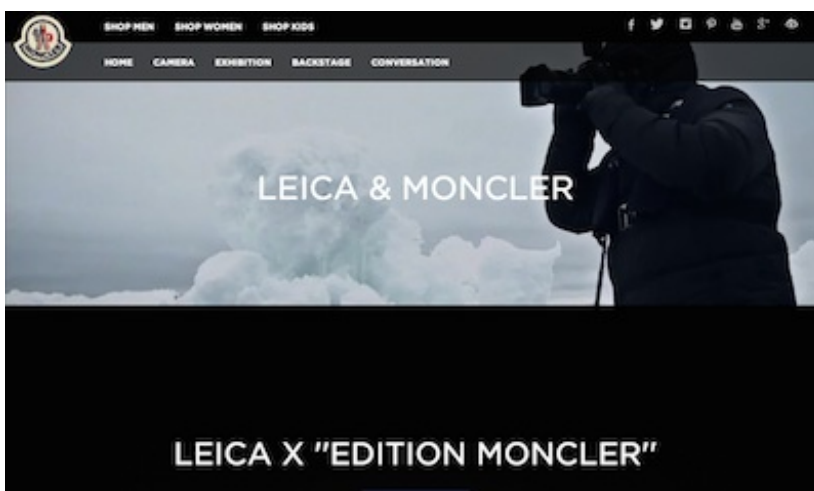
*Facebook post from Moncler*

The email directed consumers to the product page for the camera, while the social media link sent them to a dedicated microsite for the initiative.



### *Email from Moncler*

At the top of the microsite homepage is a header, in which footage of Mr. Baron in Greenland plays automatically, showing him traversing icy landscapes and pausing to take photos with his camera.



### *Screenshot of Moncler Leica microsite*

After setting the scene, the microsite delves into some of the technical details of the camera. For a device of its size, the camera has a high resolution of 16 megapixels and a quick autofocus.

The camera, which retails for \$2,950, was assembled by hand in Leica's factory, features

leatherette detailing in Moncler's colors of blue, white and red. The device comes with a white leather case and camera strap with Moncler embossing.

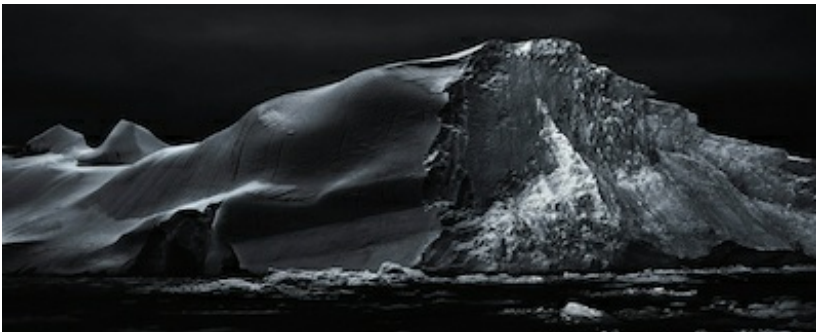


*Leica X "Edition Moncler"*

Both the Moncler and Leica brand names are present on the camera.

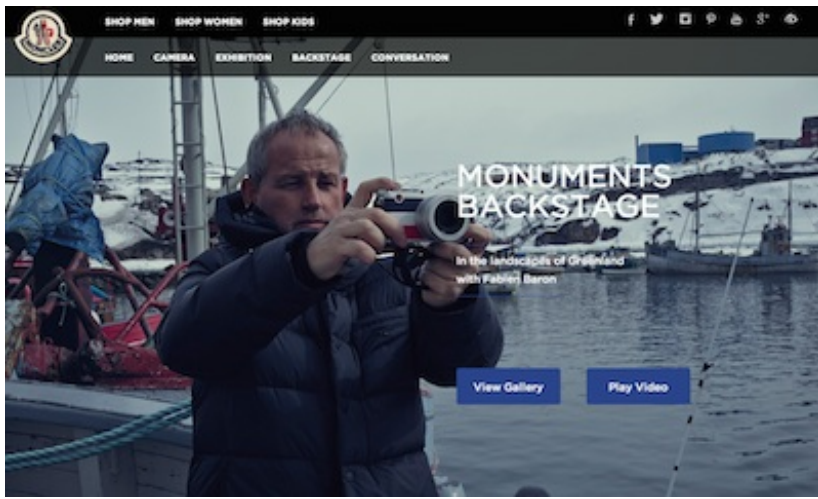
While in preorder, the camera sold out.

Further down the microsite homepage, consumers can view a gallery of images from Mr. Baron's exhibit "Monuments," full of images compiled from his trip to Greenland. Black and white shots show the details in the icy terrain.



*Image from Fabien Baron's Monuments exhibit*

A second gallery follows the photographer's journey, capturing him on a boat and using his Leica X "Edition Moncler" camera.



*Screenshot of Moncler Leica microsite*

An accompanying video shows the quiet of the setting by underscoring footage of Mr. Baron and his companions with subdued classical piano music.

Embedded Video: [//www.youtube.com/embed/LGqHKITz1JI](https://www.youtube.com/embed/LGqHKITz1JI)

*Monuments Backstage. In the landscapes of Greenland with Fabien Baron and Leica X "Edition Moncler"*

The bottom of the microsite holds a space labeled "In conversation with," with a note that the feature is coming soon.

On Oct. 14, Moncler and Sotheby's presented "Monuments" in London. The debut was timed to coincide with the Frieze Art Fair in the city.



*Monuments exhibit in London*

The exhibit will travel to New York at a later date.

Pairing up

Moncler was smart to partner with Leica, a desirable camera brand frequently featured in gift guides.

During a (RED) Foundation auction last year, a Leica Digital Rangefinder Camera, The Leica M for (RED), raised \$1.8 million for the cause ([see story](#)).

Moncler has previously worked with photographers to capture icy landscapes.

For instance, the brand is putting glaciers front and center with a traveling photography exhibit and capsule collection.

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 ([see story](#)).

For Leica and Moncler, this collaboration reflects their shared support of exploration.

"This partnership is an intelligent collaboration that speaks to the photo quality and one-of-a-kind perspective Leica provides to adventurous capture the locations Moncler's pieces enables one to reach," Mr. Keller said.

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/XTIUTMrAT9k](http://www.youtube.com/embed/XTIUTMrAT9k)

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