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Moncler makes “wearable art” to fete Ginza store opening

October 20, 2015



Moncler Ginza boutique exterior

By STAFF REPORTS

French-Italian outerwear label Moncler is showing its lighter side by working with joyful Los Angeles art collaborative FriendsWithYou.

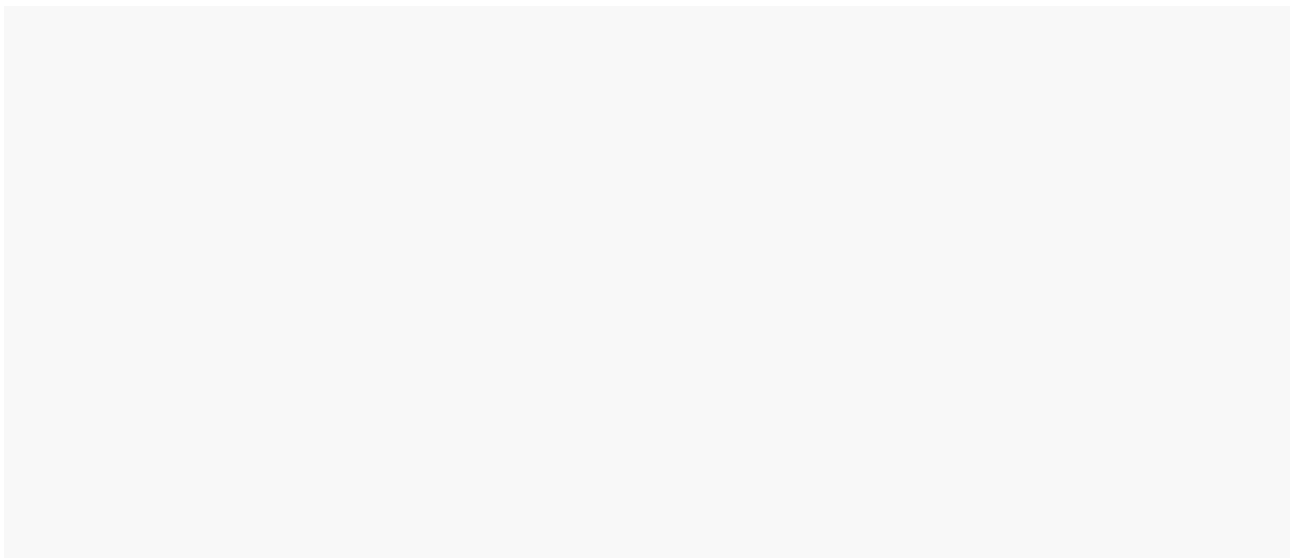
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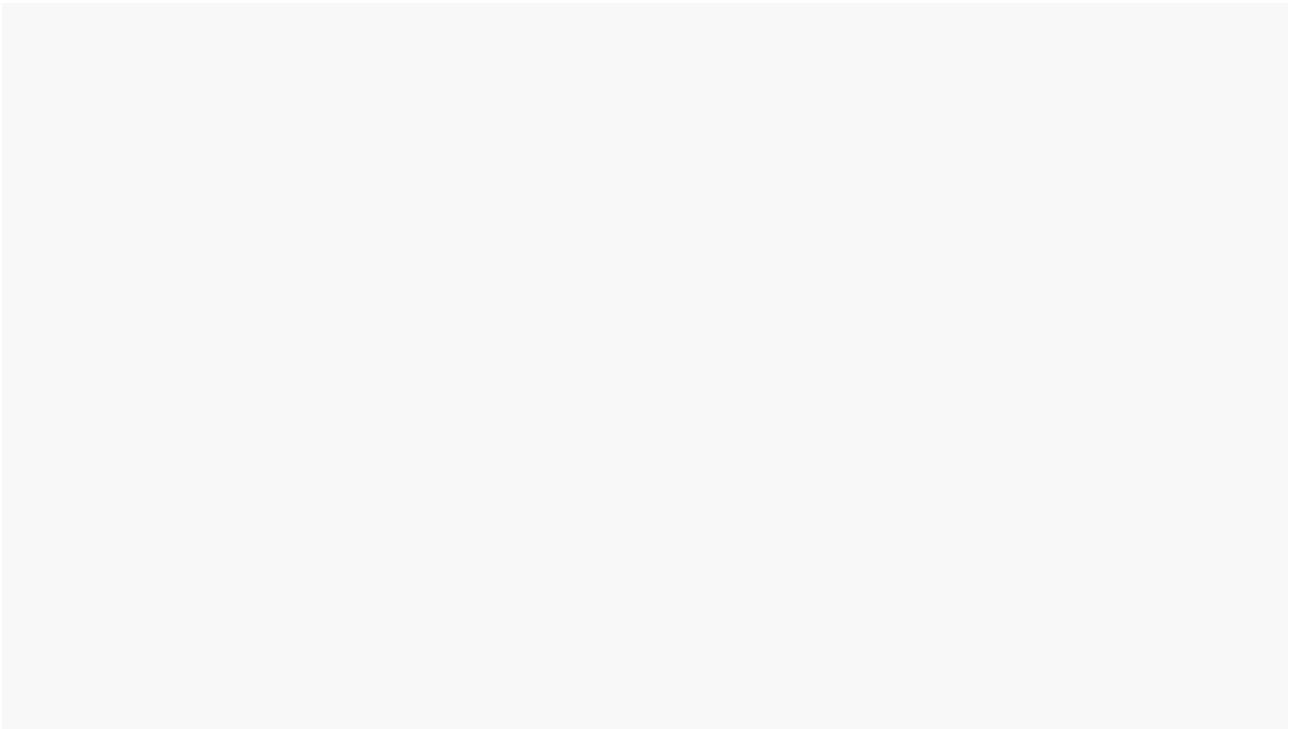
Launching exclusively at Moncler's Ginza Tokyo boutique, the collection brings some of FriendsWithYou's recurring characters to the brand's parkas, giving them a playful touch. Moncler frequently reinvents its jackets through art, giving a classic winter item a new spin and spurring new purchases from its loyal consumers.

Making friends

This collection is launching on Oct. 24, at the same time as Moncler's Tokyo store opening.

The FriendsWithYou collection centers on the characters Happy Virus, a smiling cylindrical figure; Malfi, a cartoon penguin and Cloudy.





A video posted by FriendsWithYou (@friendswithyou) on Oct 20, 2015 at 10:59am PDT

A largescale face of Malfi graces Moncler's Tokyo store windows, greeting consumers.

Leading up to the official reveal, FriendsWithYou and Moncler have both been sharing images from the collection on social media. The artists envisioned Malfi wearing one of the coats from the collection and also animated some of the characters.



FriendsWithYou

October 15 at 4:05pm · 🌐

Malfi loves his new jacket. Coming soon! @moncler #HappyVirus #Malfi
#Cloudy Ginza Tokyo opens next week!!! ✨



Facebook post from FriendsWithYou

On Moncler's Japanese Web site, Malfi welcomes consumers and counts down until the opening event.

Even with some of its outerwear a constant from season to season, Moncler finds ways to make it a subject of conversation.

In September, Moncler united creatives for a cause through a photographic project launched during New York Fashion Week.

Art for Love asked 32 artists to interpret the theme of love using the brand's Maya duvet jacket, with the resulting prints being auctioned online via Paddle8 to raise funds for amfAR. Uniting a group of established artists for this type of charity event helped draw attention for Moncler and make a larger impact in the fight against HIV ([see story](#)).

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