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Moncler serves up vintage video game-inspired activewear

April 26, 2016



Moncler Athletic Attitude

By STAFF REPORTS

Italian apparel brand Moncler is taking a retro approach to sporting goods with a collection of animated attire.

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Taking inspiration from 1980s video games, Moncler's Athletic Attitude line features pixelated elements on white shirts, jackets and accessories. Promoting the release in a playful way, Moncler has envisioned a tennis match reminiscent of early games.

Playing games

Moncler's short video was shared on social media. A match between two animated men transpires much like a game of Pong as the tennis ball bounces back and forth between the players.

With each ricochet of the ball, the soundtrack beeps along. A polar bear and a pair of penguins serve as the referee and the ball boys.

For those who are inspired, Moncler includes links to the collection in its social posts.

Moncler Athletic Attitude

Vintage video games have served as the source of inspiration for a number of campaigns, as brands cater to a collective nostalgia.

LVMH-owned footwear and accessories label Nicholas Kirkwood feted its 10-year anniversary with a video game-themed capsule collection, microsite and social campaign.

Based on the 35-year-old eponymous designer's place in the video game generation, the campaign and made-to-order collection play on iconic vintage games, toys and films of the 1980s. With a much younger heritage than many of its competitors, this campaign helped to differentiate the label, showing its modern take on craftsmanship ([see story](#)).