

ARTS AND ENTERTAINMENT

Moncler gives back to next generation through secret art sales

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Artwork for Moncler's Freeze for Frieze

By STAFF REPORTS

In honor of London's Frieze Art Fair, French-Italian outerwear label Moncler is teaming up with the Royal College of Art for an exhibit at its flagship.

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"Moncler Freeze for Frieze" will showcase hundreds of postcard-sized works of art from RCA alumni, current students, fashion designers, cultural icons and notable artists, selected by guest curator and fashion editor Tim Blanks. More than just a celebration of art, this exhibit will benefit two students studying fashion at the college, allowing Moncler to give back.

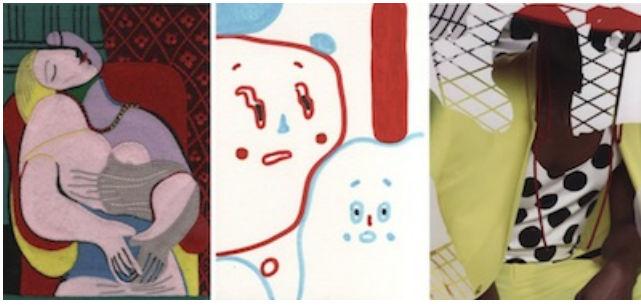
Anonymous artists

Freeze for Frieze takes its name from the concept that a moment can be frozen, or preserved, via art.

Among the 400 works that will be showcased are pieces from John Baldessari and Lawrence Weiner, along with former RCA artists and designers such as Gavin Turk and Holly Fulton. Also participating are Nigel Coates and Zowie Broach, the past and current heads of program at the RCA.

Freeze for Frieze will be up from Oct. 7 at Moncler's store, with works of art on display and available for purchase until Oct. 9. These donated artworks will be presented anonymously, putting up-and-coming and notable names on an equal playing field.

Further evening out the artworks, each will be sold for a fixed price of 60, or about \$76. Like RCA Secret, those who purchase will only find out the artist behind their acquisition after the fact via a reveal card, testing attendees' eye for art.



Artwork for Freeze for Frieze

All proceeds will go toward scholarships for two students to attend an RCA master's program in fashion and textiles.

"I'm very passionate about the world of art, especially how meaningful it is as a language, a means of communication, encompassing one's personal views and abilities," said Remo Ruffini, chairman and CEO of Moncler.

"Creativity has always been a key word for Moncler," he said. "Working towards this common goal alongside a high profile institution like the Royal College of Art is a great honor for me."

Leveraging the atmosphere surrounding art fair Frieze New York earlier this year, a number of luxury labels hosted their own installations and events.

From artistic giveaways to new tomes, launches took advantage of the artsy crowd in town for the main event on Randall's Island from May 5-8. The luxury industry frequently boasts its ties to the art world through partnerships, particularly surrounding large scale shows ([see story](#)).

Being one of the most successful design companies in the world, Moncler has been a great source of inspiration to our fashion students for many years," said Paul Thompson, rector of the RCA. "I'm pleased to point out that Moncler is offering something more than just inspiration here, at the Royal College of Art, through these generous contributions to the scholarship fund.

"It's thanks to this collaboration, in fact, that two exceptionally talented students will be able to obtain their MA degrees.'