

APPAREL AND ACCESSORIES

## Moncler pays homage to Americana alongside Madison Avenue opening

November 18, 2016



*Still from Spike Lee's "Brave" for Moncler*

By STAFF REPORTS

Outerwear label Moncler is marking the debut of its first flagship store in the United States with a tribute to its newest hometown of New York.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

For the occasion, Moncler teamed up with local designer Thom Browne, New York-based filmmaker Spike Lee and a bevy of influencers to honor the Big Apple and its residents. This multichannel project allows Moncler to prove its affinity for its new community.

Welcome to New York

A central feature of the brand's new 6,500-square-foot store on Madison Avenue at launch is an installation of duvet coats designed by Mr. Browne. These 28 limited-edition jackets in an identical menswear style feature different pieces of the American flag, and together they create one cohesive fashion interpretation of the stars and stripes.



*Thom Browne's jackets for Moncler*

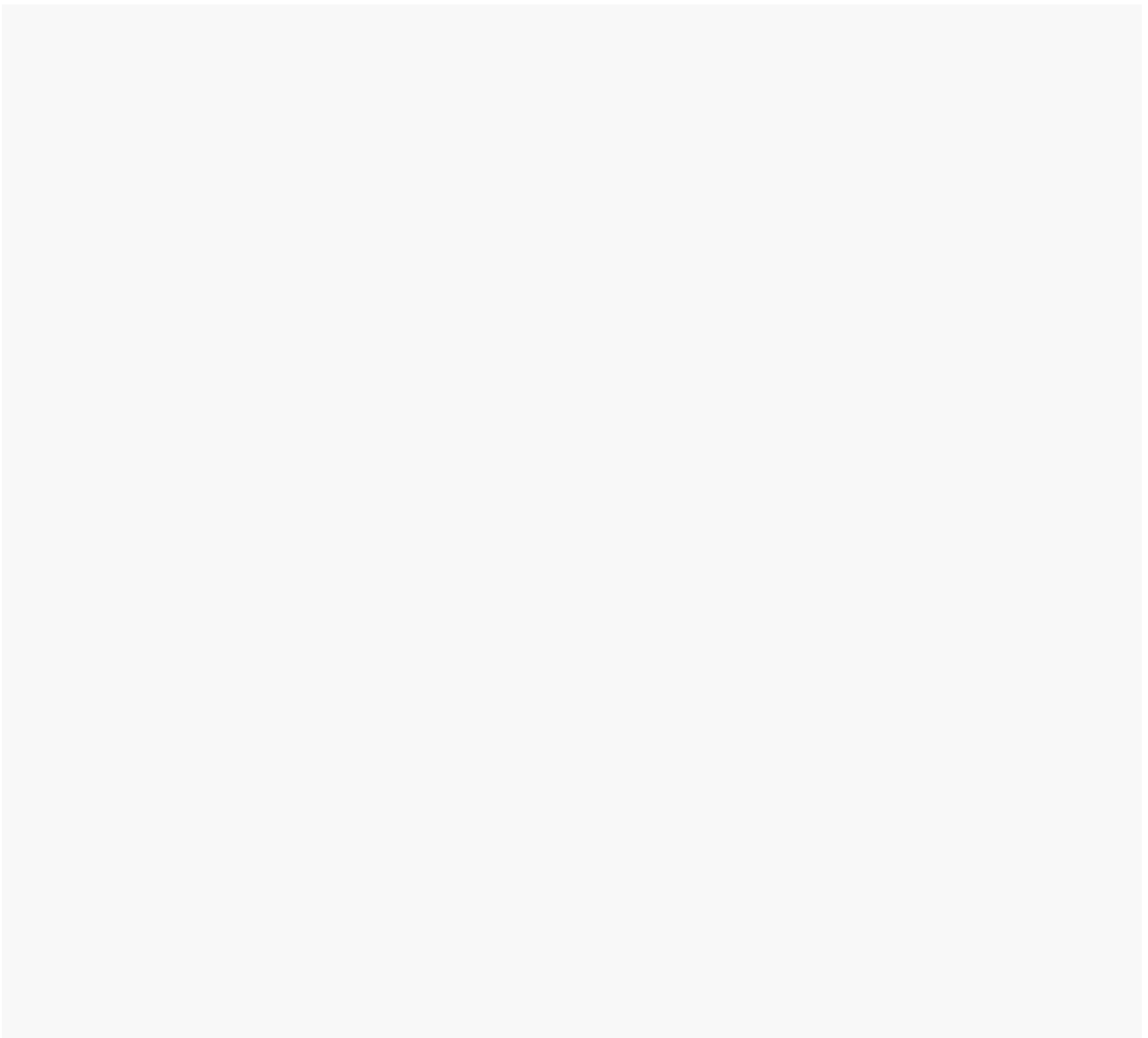
Moncler is selling the coats exclusively on its ecommerce site, with proceeds benefiting local nonprofit Robin Hood, which works to combat poverty.

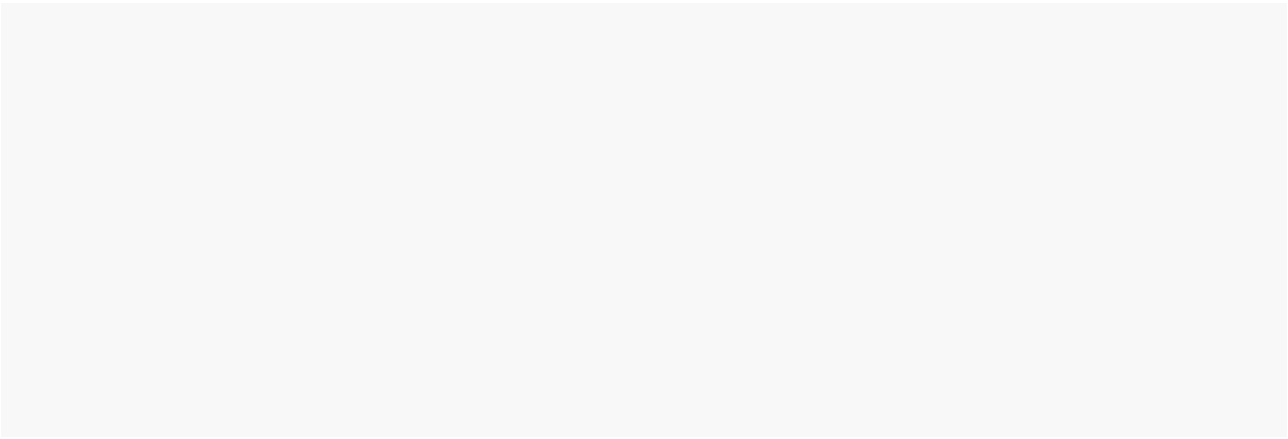
Aside from the jackets, Mr. Browne made a special collection of jackets, sweaters and other items available only at the Madison Avenue store.



*Inside Moncler's Madison Avenue flagship*

These jackets were the subject of a photographic project on Moncler's NYC Tribute microsite and its social channels. Friends of the brand, including model Martha Hunt, football player Victor Cruz and casting director Natalie Joos, were among the personalities to photograph themselves wearing one of the coats to celebrate New York.





#Aureta for #MonclerTributeNYC. In celebration of #MonclerMadison flagship opening, we asked New Yorkers at heart to shoot their tribute to the Big Apple playing with #Moncler limited edition jacket designed by #ThomBrowne for the occasion. @aureta

A photo posted by Moncler (@moncler) on Nov 15, 2016 at 3:13pm PST

Also housed on the microsite, a short film from Mr. Lee, titled "Brave," flips through both still and video footage of New York natives. As this plays, a narration reads a selection from Emma Lazarus' "The New Colossus" poem written for and inscribed on the Statue of Liberty.

After a beat change, the film turns to dancers and musicians, who communicate the city's spirit through art.

*Brave, Vision for Moncler by Spike Lee*

When new to a market, involving the local community can help retailers engage with residents.

In 2014, Italian fashion house Fendi celebrated the opening of its New Bond Street store in London with a charity auction of celebrity-designed handbags.

For Fendi's Peekaboo Project, 10 personalities with ties to London designed personalized versions of its Peekaboo bag, which were auctioned online on the brand's Web site to benefit Kids Company. Aligning with a local charity allowed Fendi to connect with its newest community ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.