

APPAREL AND ACCESSORIES

Moncler gives heritage coats new identities in artistic collaboration

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Moncler installation for "Collide"

By STAFF REPORTS

French-Italian outerwear label Moncler is bringing the worlds of art and fashion design together in a project that remixes its iconic puffer jackets.

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For the brand's fall/winter 2017 collection, U.S.-based artist and designer Greg Lauren, the nephew of Ralph Lauren, deconstructed and then pieced together parkas and fragments of well-worn textiles into garments for men, women and children. Through this deconstructed collaboration, Moncler is able to give classics a fresh look through a new perspective.

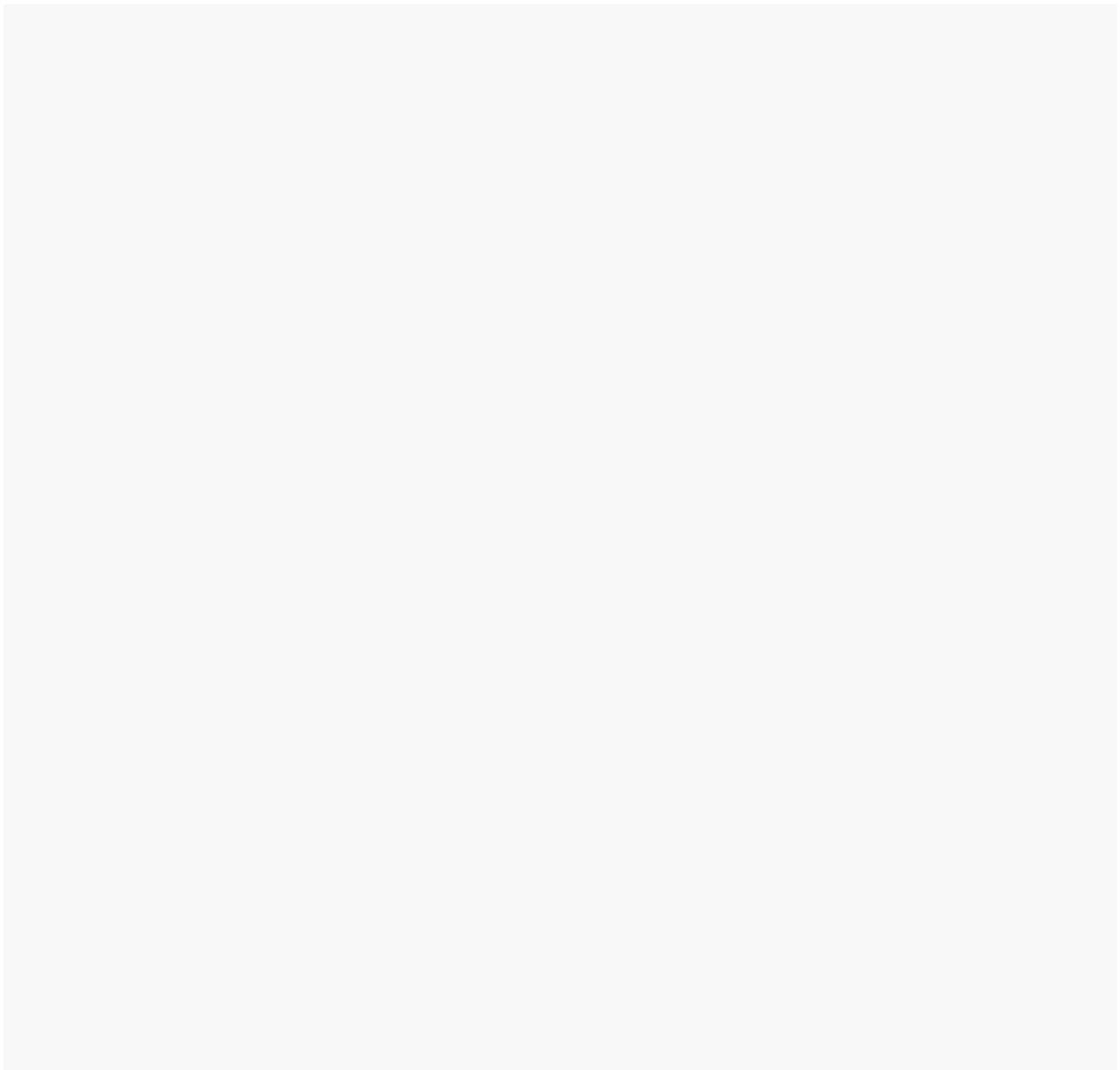
Collision course

"Collide," presented March 3 in Paris, features around 200 limited-edition pieces. Featured prominently within the collection are Moncler's puffers the Maya, Bady and Moka, which are infused with denim and other materials.

Mr. Lauren is a painter and sculptor, having studied art at Princeton before turning to fashion design. His designs frequently make use of repurposed fabrics, something he brought to this project.

"It all revolves around the concept of 'destroyed elegance' and 'imperfect perfection' and around a philosophy of absolute uniqueness and originality," Mr. Lauren said in a brand statement. "Each of these items came about thanks to a creative fusion suggested by morphology or the possibility for metamorphosis of Moncler's heritage.

"I grew up in a family where the tailoring culture was practiced in a form I can only define as religious. It is no coincidence that my creations, all of which I produce in my atelier in Los Angeles, tell a story of the role we embody in life, in our families and our social circle," he said. "What I try to identify with my fashion work is an idea of new luxury which is customized and rendered unique, far beyond any brand uniformity or generalized trend."



#COLLIDE - @GregLauren & #Moncler. Discover the making of this visionary collection and find more exclusive contents from the exhibition in Paris via #InstaStories. #GLxMONCLER #PFW

A post shared by Moncler (@moncler) on Mar 3, 2017 at 9:28am PST

The collection, which comes in flame and light blue, black and military green color palettes, will retail this fall in Moncler boutiques, the brand's ecommerce site and select department stores.

The ability to express thoughts, feelings or sensations through artistic creations has always fascinated me," said Remo Ruffini, CEO of Moncler. "I have the greatest respect for art and artists in general, regardless of their form of expression.

"Greg Lauren is first and foremost an artist, but also a designer who experiments with new languages. I have followed and admired his work since the outset," he said. "His exhibition Alterations' revealed his true identity, and an outstanding ability to overlap.

"And it is this art of mixing things that led me to work with him. I wanted the iconic style of Moncler to be mixed with something else, almost as if to reveal a new identity. And that is what happened. The result is quite astonishing."

Reflecting the mash-ups seen in the collection, Moncler created an installation for the launch event that included a patched-together tent and drawings by Mr. Lauren.



Greg Lauren during the set-up of Moncler's installation

Moncler has frequently looked at its down coats as a canvas for creativity, inspiring photography and other forms of art.

This season, the label is subtly advertising its latest fashions with a disappearing act.

Chinese performance artist Liu Bolin stars in the brand's spring/summer 2017 campaign, bringing his ability to blend into his surroundings through surreal body paint. This nontraditional imagery may help Moncler stand out amid more classic fashion photography in magazines and social media feeds ([see story](#)).

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