

APPAREL AND ACCESSORIES

Moncler reimagines sunglasses as props in coastal adventure

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Still from Moncler Lunettes film

By STAFF REPORTS

French-Italian apparel and accessories label Moncler is weaving a fantastical sea story to launch its latest eyewear line.

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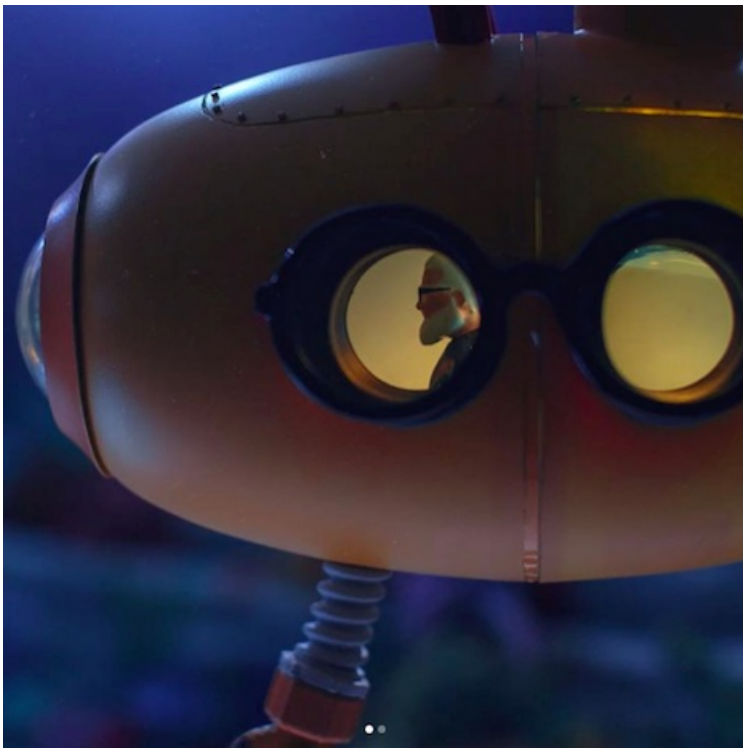
In a promotional film for its Lunettes sunglasses, the brand's mascots Mr. and Mrs. Moncler set out to explore a remote shoreline and find both danger and treasure along the way. In the film, the sunglass collection becomes part of the story, as frames are incorporated into the scenery.

Underwater adventure

Moncler's film opens as the plastic couple is seen parachuting down to the water. The couple is next shown sailing in a boat made of a pair of lenses.

The pair's idyllic excursion turns to a rescue mission as an octopus bumps their boat, sending Mrs. Moncler overboard. She lands in the creature's tentacles and the octopus grabs her.

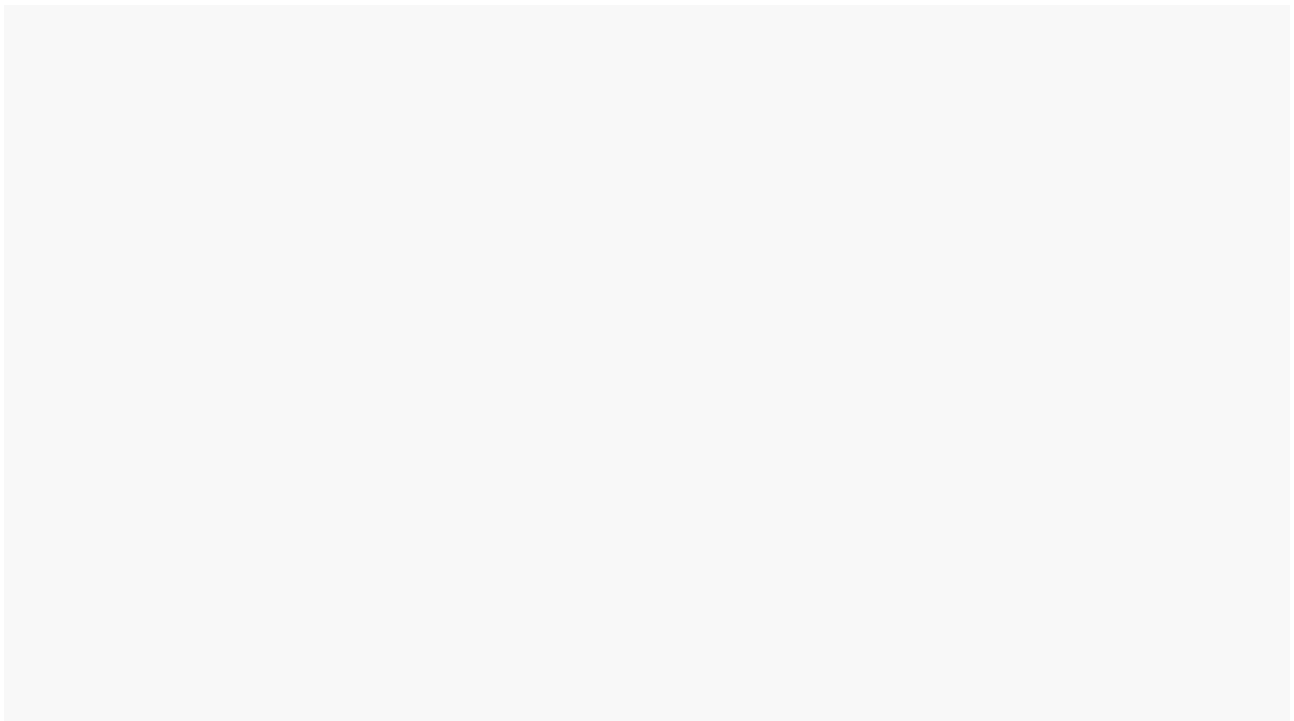
Mr. Moncler comes to her defense in a submarine, snatching her from the sea animal's grasp.



Still from Moncler's Lunettes film

Now safe, the pair exits the submarine and enters a seemingly empty cave. There they discover two pairs of sunglasses in cases, much like hidden treasure.

Finally the duo gets in a blimp and floats away as the sun sets.



Let Mr. Moncler & Mrs. Moncler guide you through an adventurous style journey with #MonclerLunettes. Find the new eyewear collection on moncler.com. #Moncler

A post shared by Moncler (@moncler) on Apr 14, 2017 at 9:31am PDT

Supplementing its advertising campaigns, Moncler develops additional content to launch smaller subsets of its

collections.

Recently, the label helped women achieve a carefree lifestyle in a set of tongue-in-cheek guidelines.

A promotion for the brand's Black-Inky Story pieces from its spring/summer 2017 collection, a short film lays out how-tos for taking on life in a rebellious manner. For Moncler, these humorous rules lend a personality to the featured fashions, meshing entertainment and a product push ([see story](#)).

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