

APPAREL AND ACCESSORIES

Moncler fashions beach postcards into exclusive collection

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Moncler Postcards, Hamptons print by Jean-Philippe Delhomme

By STAFF REPORTS

French-Italian outerwear label Moncler drew inspiration from some of the world's best-known beaches for its summer capsule collection.

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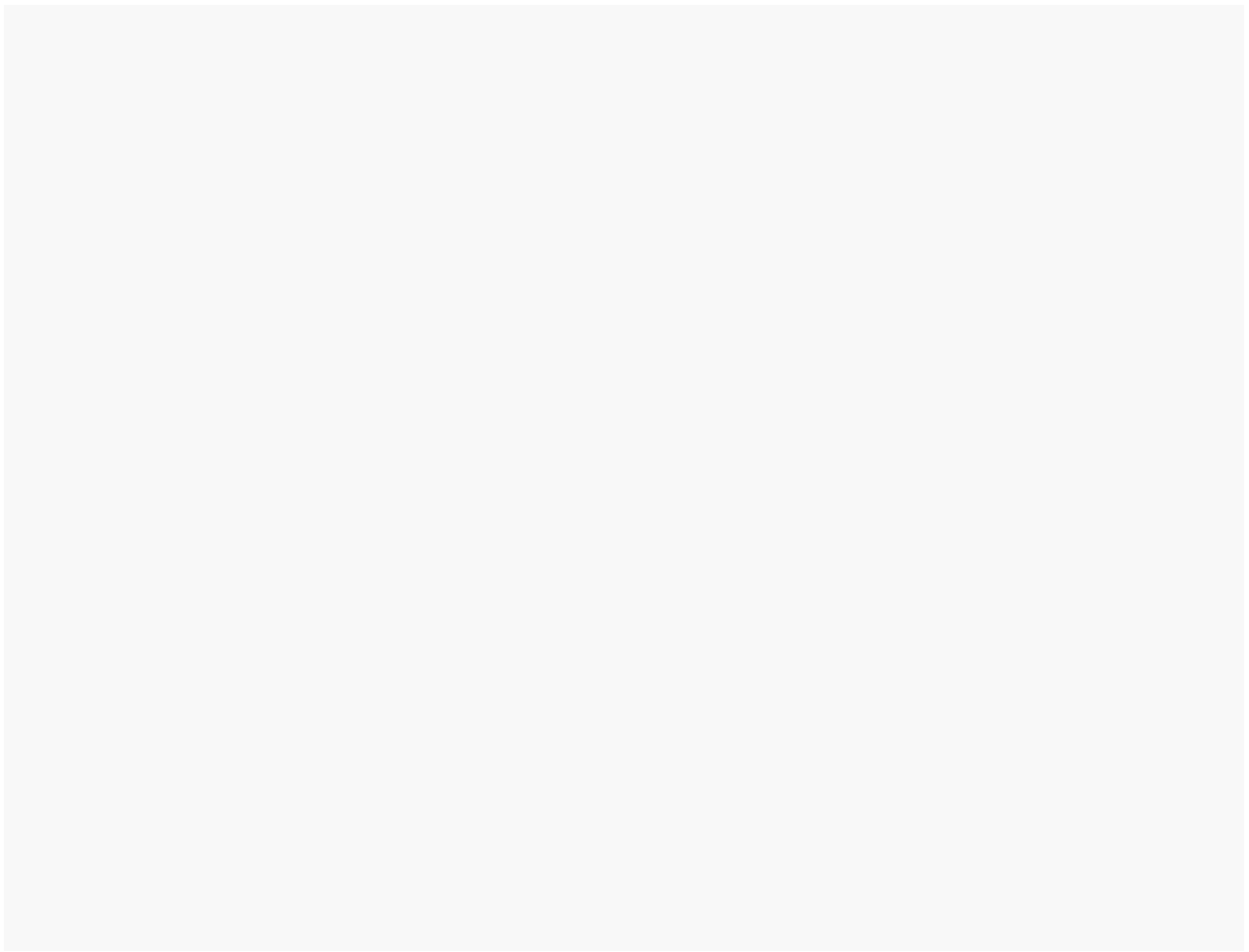
Moncler worked with artist Jean-Philippe Delhomme on a series of exclusive summer prints. The prints recall the beaches of California, Saint Tropez, France, Capri, Italy and Positano on the Amalfi Coast.

Postcards of summer

The limited-edition Postcards collection features scenes painted by Parisian artist Mr. Delhomme. The three scenes have then been added to Moncler apparel.

Moncler's Postcards include a scene from the Mediterranean where sunbathers lounge, and a group of men mingle by the water's edge. In the distance a yacht and cliff jumpers are seen.

Mr. Delhomme's second scene for Moncler shows a palm tree-lined, seaside skatepark, commonly associated with Venice Beach. Three men are shown skateboarding in a concrete pool while a fourth stands in the foreground wearing a Moncler-branded baseball cap.



Get into the spirit of the #Moncler Summer collection with the exclusive #MonclerPOSTCARDS series. Explore the collection on moncler.com.

A post shared by Moncler (@moncler) on May 6, 2017 at 7:22am PDT

Moncler Postcard's final print shows a Hamptons, NY scene. The image shows a hot dog vendor and beachgoers on the right, a orange off-road vehicle packed with surfboards, a few dogs and elegantly-dressed Hamptonites standing on a deck.

The scenes have also been turned into comical cartoons that show a Mediterranean beachgoer pulling the sea out from underneath a cliff jumper, a skateboarder using the concrete pool as a chaise lounge and dogs riding off on surfboards.

As for pieces in the collection, the \$1,355 jacket featuring the Mediterranean Moncler Postcard is currently out of stock. Tee shirt versions of the three prints are still available and retail for \$480.



Moncler Postcard jacket and tee with prints designed by Jean-Philippe Delhomme

Recent brand efforts have revolved around the shoreline as consumers prepare for their summer holidays.

For instance, Moncler weaved a fantastical sea story to launch its latest eyewear line.

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 ([see story](#)).

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