

APPAREL AND ACCESSORIES

## Moncler walks among the glaciers for fall/winter 2017 ads

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Artist Liu Bolin for Moncler fall/winter 2017. Image credit: Moncler, photograph by Annie Leibovitz

By STAFF REPORTS

French-Italian outerwear label Moncler is showing it is one with the wintry landscape in its advertising campaign for the fall/winter 2017 season.

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Each season, Moncler strives to tell a narrative through elements of art, nature and technological research and creativity. For its latest, the outerwear maker brought back Chinese artist Liu Bolin and American photographer Annie Leibovitz to collaborate on-site in Iceland after working together on Moncler's spring/summer 2017 campaign ([see story](#)).

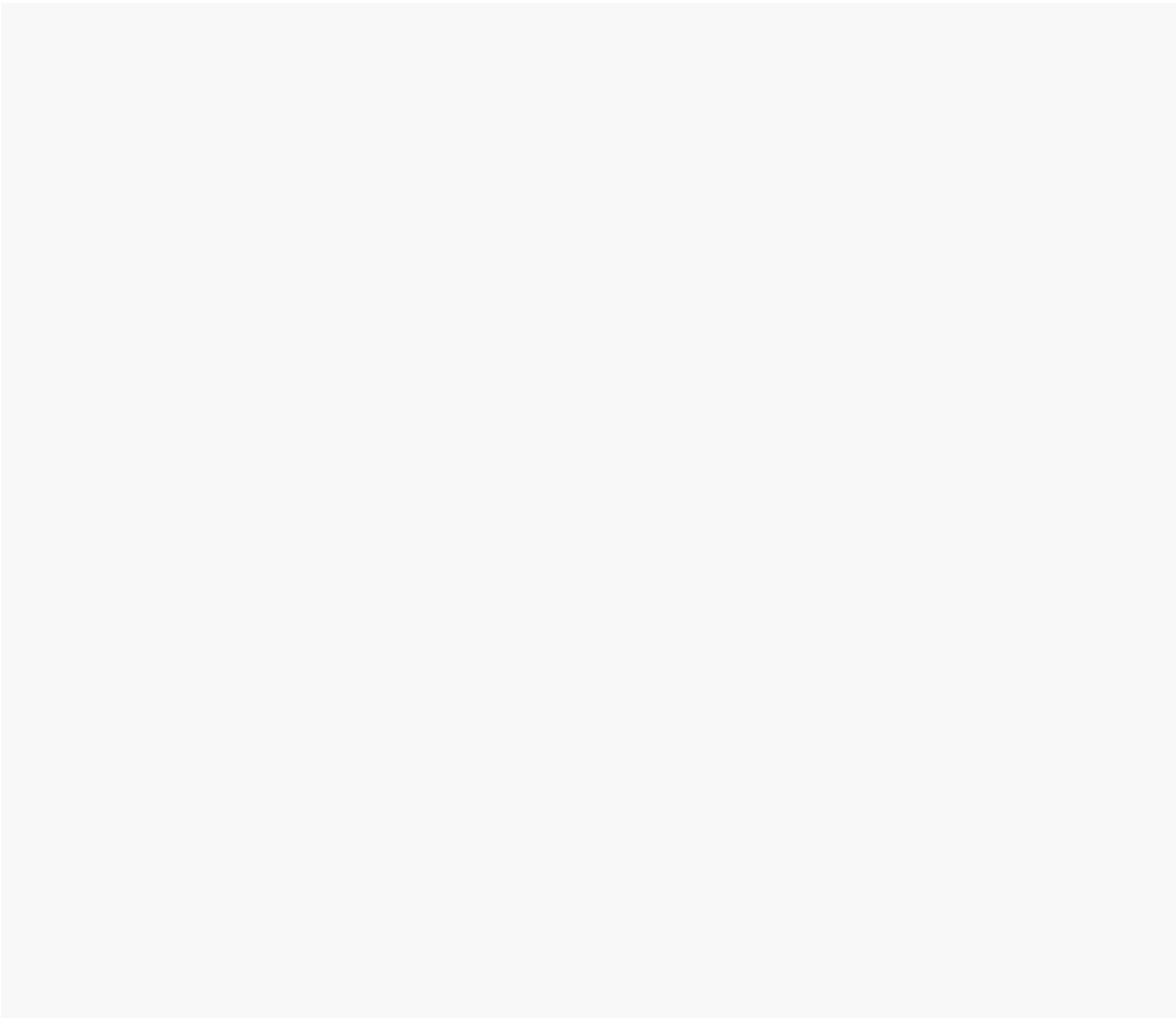
One with the ice

Moncler describes the artist Mr. Bolin as the "master of the invisible and impossible."

In his work, similar to that of a chameleon, Mr. Bolin paints himself to create head-to-toe camouflage that allows him to blend into his surroundings. The effect is both realistic and fantastical.

Given Moncler's work in outerwear and gear ideal for harsh winters, the brand journeyed to Iceland for its fall/winter 2017 campaign. While on-site, Mr. Bolin performed his camouflage art against the Icelandic landscape.

In behind-the-scenes stills and video shared by Moncler, the artist is shown having paint applied to his clothing as well as any exposed skin, including his face and hair. As a result, Mr. Bolin is nearly undetectable against Iceland's glaciers and ice formations.



Experience the making of the the #Moncler FW17 campaign from an exclusive behind the scenes perspective.  
#LIUBOLINxMONCLER - shot by #AnnieLeibovitz

A post shared by Moncler (@moncler) on Jul 13, 2017 at 8:44am PDT

Just as with the travel and hospitality sector, Iceland is having a moment in luxury advertising.

For example, British apparel and accessories label Alexander McQueen transporting consumers to Iceland in an advertising campaign that references an inspiration closer to home.

The brand's collection for the autumn/winter 2017 season paid homage to Cornwall, a county in England with similar topography to Iceland. Going on location for ad efforts allows brands to inspire wanderlust in their audience, helping to build a dream around the products featured ([see story](#)).

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