

APPAREL AND ACCESSORIES

Moncler transforms product lines and launches with Genius

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Monclair teases its "geniuses" on Instagram. Image credit: Moncler.

By BRIELLE JAEKEL

Outerwear label Moncler is unveiling a new design strategy that focuses on creativity and product at a time in which experiential marketing may have overtaken merchandise quality.

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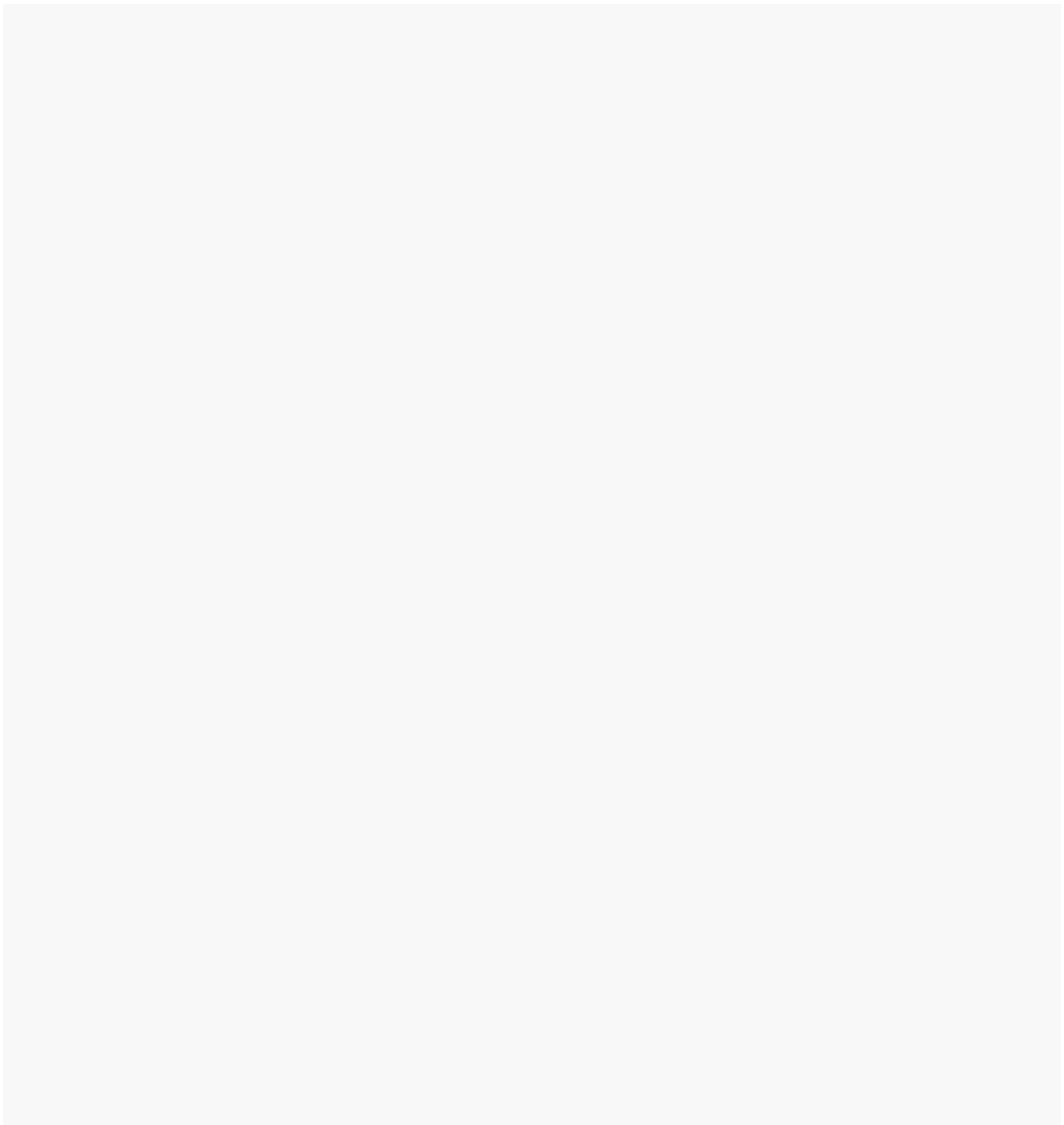
Moncler Genius is a new concept replacing the tired seasonal collection strategy with new monthly designs and social media campaigns. Starting off with the opening of its Moncler Genius building, the new idea will focus on partnerships with various collaborators who are the best in their field to enhance the brand's uniqueness.

"Moncler is known as a brand that is steeped in heritage and incorporating innovation into its products," said Kimmie Smith, celebrity fashion stylist and co-founder/style director of [Athleisure Mag](#). "These products are not only coveted for their aesthetic but also because of their durability and inspirational/aspirational qualities.

"Quality is at the forefront of what they do and creating an environment where this continues to be paramount and allowing people the proper space to do these tasks is a continuation of the ethos of the brand," she said.

New Moncler marketing

The new design concept will begin with a series of guest partnerships including Valentino creative director Pierpaolo Piccioli, stylist Karl Templer, Moncler's own creative director for its Grenoble line, Sandro Madrino, designers Simone Rocha, Craig Green, Kei Ninomiya, Francesco Ragazzi and musician Hiroshi Fujiwara.



#MONCLERGENIUS

A post shared by Moncler (@moncler) on Feb 13, 2018 at 9:32pm PST

These collabs will be replacing Moncler's established Gamme Rouge and Gamme Bleu lines and even its runways, with owner Remo Ruffini saying that, "For Moncler, this is the end of the fashion show."

Moncler is looking to completely transform its marketing and design strategies to make more of an impact. While experiential marketing is vital in connecting to today's audience, product is just as important.

With these ideas in mind, Moncler will revolutionize its future.

Each collection will be supported by unique and interesting experiences on social media, but the products themselves will focus on quality, uniqueness, newness and creativity.

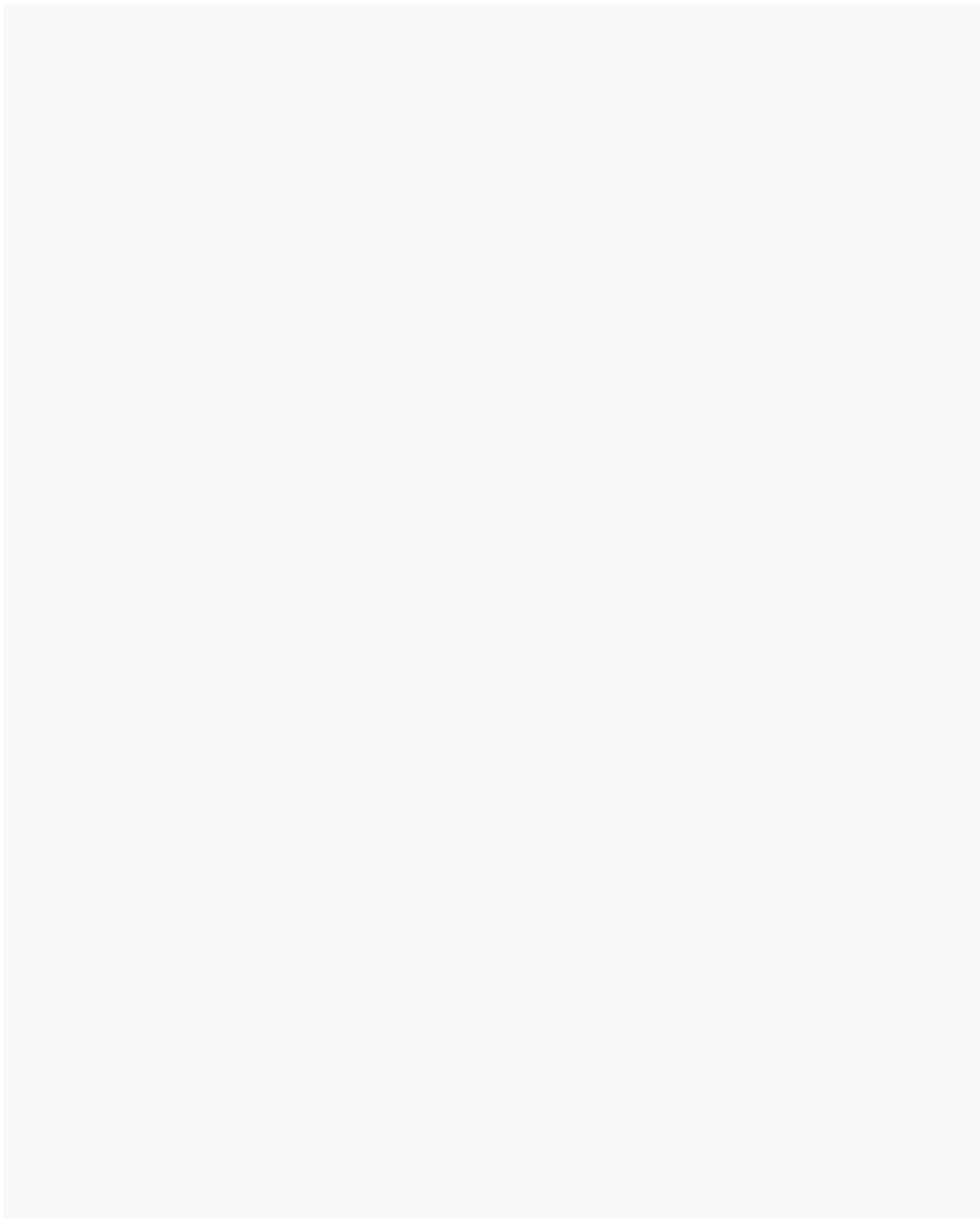
Moncler says its Genius bricks-and-mortar space is comprised of "different cells, each one devoted to a singular mind, all of them adding facets to the Moncler identity."

The outerwear brand will be unveiling these collections as a whole during Milan Fashion Week on Feb. 20 at the building. However, they will not all be available.

Each collection will be released one at a time on a monthly basis.

Leading up to the event, Moncler is sharing teasers of who the collaborators will be through a guessing game.

In keeping with the cold weather theme of the brand, videos of ice sculptures that represent the designers are featured on Instagram and social outlets. Each post prompts users to guess who the designers are with a caption that reads, "I am one of the eight Moncler geniuses - guess who I am."



#MONCLERGENIUS - EIGHT VOICES SPEAKING THE MONCLER LANGUAGE. I AM ONE OF THE EIGHT MONCLER GENIUSES - GUESS WHO I AM MONCLER GENIUS GROUP UNVEIL: 14.02.18 STAY TUNED

Strategy announcements

Moncler first announced the ending of its partnerships with designers Thom Browne and Giambattista Valli last November.

The brand decided that the spring/summer 2018 collections would be the last for its Gamme Bleu and Gamme Rouge lines, designed by Mr. Browne and Mr. Valli, respectively. In Moncler's announcement, the brand noted that the designers came to a mutual agreement with the house, with both desiring to spend more time focusing on their eponymous brands ([see more](#)).

Over the years, Moncler has sought a number of artistic collaborations, providing new perspectives on its classics. In 2017, the outerwear label brought the worlds of art and fashion design together in a project that remixed its iconic puffer jackets.

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 was able to give classics a fresh look through a new perspective ([see story](#)).

"Creating a space where this work is done to maintain individuality while keeping in mind the philosophy of the brand allows those who work within this structure to maintain their identities while being apart of this house," Ms. Smith said. "Encouraging development within a space that fosters these tasks actually enhances the kinds of products that will be created whether they are able to stand on their own or become naturally integrated into an assortment that ultimately brings the brand to the next level."

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