

APPAREL AND ACCESSORIES

Moncler puts lens on spring dressing in photo project

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We All Wear Moncler photographs tastemakers. Image credit: Moncler

By STAFF REPORTS

French-Italian outerwear label Moncler is teaming with Vogue and GQ to prove the versatility of its designs.

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The second edition of the photo series We All Wear Moncler captures a range of tastemakers as they style the brand's spring/summer 2018 jackets in their own way. While offering a diverse appeal for its parkas and coats, the project also gives consumers the chance to join in on the conversation.

Coat ties

We All Wear Moncler is housed on a dedicated microsite. The photo project displays galleries of images along with shoppable links, allowing consumers to get a particular influencers' look.

Included within this season's effort is Coco Gordon Moore, the daughter of Sonic Youth's Thurston Moore and Kim Gordon who is also a writer and musician herself. She wears Moncler's Fluorite parka with a hoodie and sneakers.



Coco Gordon Moore for We All Wear Moncler. Image credit: Moncler

Visual artist Maria Ruth Lee tops head-to-toe camouflage with transparent yellow parka.

Moncler also features U.S. Olympic swimmer Conor Dwyer, who models a windbreaker with red, white and blue detailing.

Along with the official photography, We All Wear Moncler gathers user-generated content, allowing fans to show how they style the label's coats.

The outerwear brand is currently embarking on a new design strategy that focuses on creativity and product at a time in which experiential marketing may have overtaken merchandise quality.

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 focuses on partnerships with various collaborators who are the best in their field to enhance the brand's uniqueness ([see story](#)).

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