

APPAREL AND ACCESSORIES

Moncler evolves with shift in retail behavior

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Moncler tapped Lil Miquela for its Genius effort. Image credit: Moncler

By STAFF REPORTS

French-Italian group Moncler is adapting to changes in consumer behavior with a new model that will see monthly product drops.

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After releasing its new "Genius" strategy, the company's chief executive Remo Ruffini has revealed the strategy will extend beyond the limited editions. Mr. Ruffini explained that he hopes one day all the brand's products will be released in this form, according to a report from Reuters.

Moncler manufacturing

In February, Moncler unveiled 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 will focus on partnerships with various collaborators who are the best in their field to enhance the brand's uniqueness ([see more](#)).



Moncler Genius will release eight collections this year. Image credit: Moncler

While originally meant for just these special editions, Moncler plans in the future to have monthly product drops for all its collections.

The strategy puts pressure on logistics and manufacturing behind the scenes, but its ability to adapt and evolve with the shifting retail landscape could help carry the brand into the future. Many have credited Mr. Ruffini with saving the brand from extinction before.

"I think and I hope that if everything goes well, we will work on a monthly basis for all collections," Mr. Ruffini said in an interview with Reuters. "When you go to a store in July you find one concept, and when you go in September you find a totally different one, the one launched in that moment."

"It's really challenging," he said. "It's a change of culture in the company from logistics to production."

"Flexibility is particularly important when you think on a monthly basis."

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