

APPAREL AND ACCESSORIES

Moncler explores artificial intelligence in Genius push

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Moncler is promoting its Genius collection through sponsored content. Image credit: Moncler

By STAFF REPORTS

French-Italian label Moncler is promoting its latest Genius collection through a sponsored story that explores the potential bonds between man and machine.

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A paid content campaign by *The New York Times'* marketing division T Brand Studio showcases Kei Ninomiya's Moncler designs on humanoid robot Sophia and actress and musician Ryan Destiny. Reflecting the conceptual nature of the Genius series, the marketing initiative aims to make the audience contemplate.

Human meets humanoid

Earlier this year, Moncler unveiled a new design strategy that focuses on creativity and product at a time in which experiential marketing may have overtaken merchandise quality.

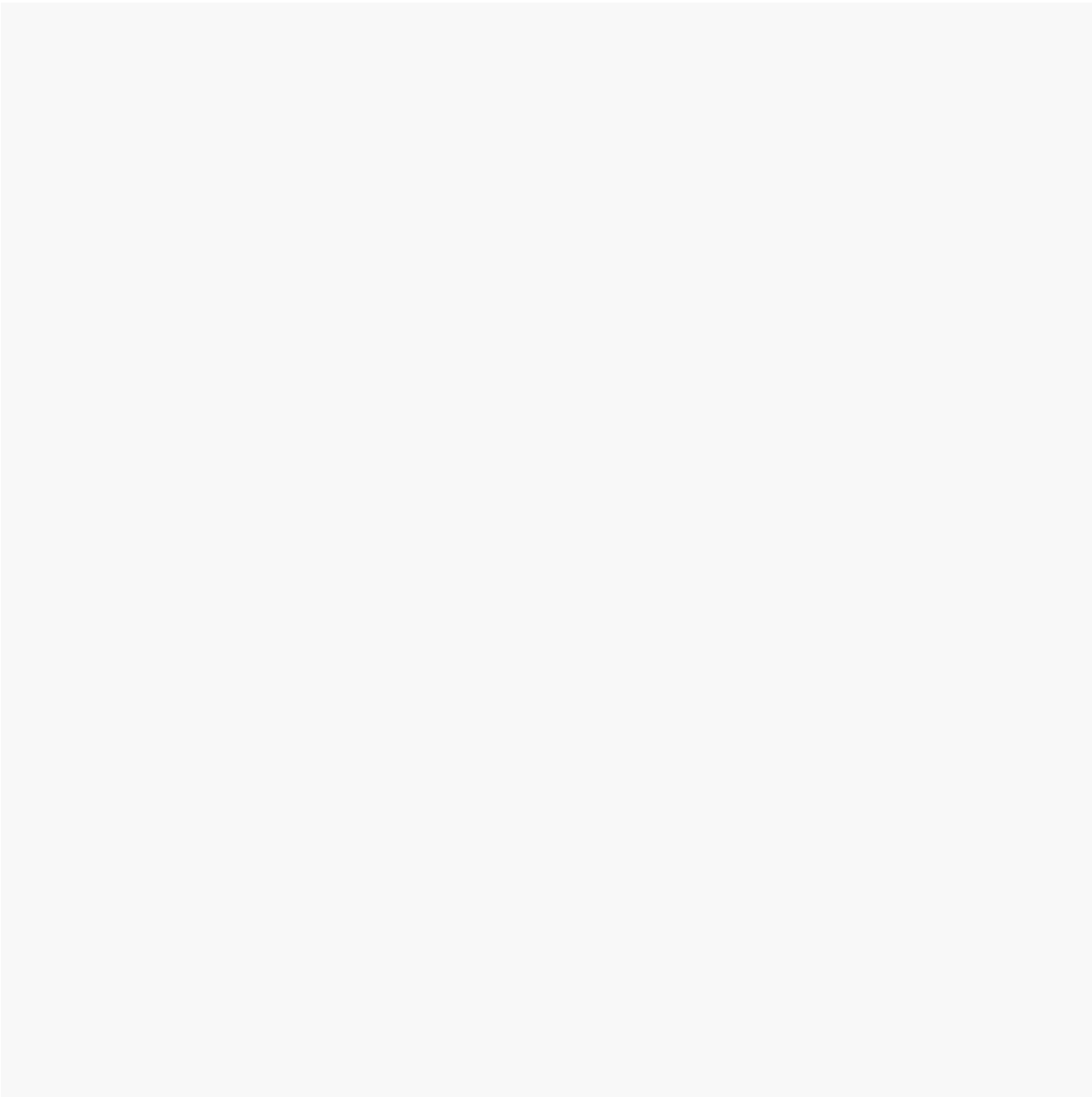
Moncler Genius is a new concept replacing the tired seasonal collection strategy with new monthly designs and social media campaigns. Starting off with the opening of its Moncler Genius building, the new idea will focus on partnerships with various collaborators who are the best in their field to enhance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

For Moncler Genius, Mr. Ninomiya took inspiration from origami, folding together leather and down to create looks of wearable geometry. The fashion designer for label Noir formerly worked at Comme des Garçons as a pattern maker.

"Moncler Genius is a challenge of innovation, and a progressive project in every respect," Mr. Ninomiya said in a statement. "It allowed me the opportunity to develop new techniques of down. Progress always stems from the way things are made."

T Brand Studio enlisted novelist and filmmaker Veronica Gonzalez Pea to pen her take on the collection.

In her story, the author explains that Sophia has been programmed for companionship. The artificial intelligence has also been fed images, pop-culture and algorithms to make her more human.



@TBRANDSTUDIO AT @NYTIMES WITH NOVELIST AND FILMMAKER VERONICA GONZALEZ PEA TRACED AN EXCITING STORY AROUND THE 6 #MONCLERNOIR KEI NINOMIYA COLLECTION INVOLVING @REALSOPHIAROBOT AND ACTRESS AND MUSICIAN @RYANDESTINY. _ THE CREATIVE FRONTIERS OF A.I. AND HUMAN FRIENDSHIPS COLLIDE WITH THE THRILLING WEARABLE GEOMETRY OF THE COLLECTION. DISCOVER MORE ABOUT THE STORY ON MONCLER.COM. _ #MONCLEREDITORIALS #MONCLERGENIUS

A post shared by Moncler (@moncler) on Aug 1, 2018 at 9:24am PDT

On *The New York Times*, the writer's words are paired with images and clips showing the two models together.

In a short film featured on Moncler's Web site, Sophia explains, "I've been absorbing how you develop friendships." She adds, "Many worlds have to come together for two or more individuals to become meaningful friends."

As a juxtaposition to Sophia, Ms. Destiny is captured alongside the AI, asking her questions and embracing her as a friend.

Mr. Ninomiya's Genius line launched on July 24 at Dover Street Market in Tokyo.