

APPAREL AND ACCESSORIES

Moncler Genius concept unveils a physical installation

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Moncler works with Ssense for Genius exhibit. Image credit: Ssense

By STAFF REPORTS

Retailer Ssense is hosting an installation to celebrate fashion label Moncler's latest Genius push.

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For the third Moncler Genius drop, the label's new concept that shares collections monthly, Ssense's Montreal flagship will be hosting a physical exhibit as an atmospheric recreation of the collection's Milan Fashion Week showcase. The space is Ssense's bricks-and-mortar location that focuses on experiences, appointments and interaction.

Experimentation and fashion

The 5 Moncler Craig Green exhibit coincides with the latest Moncler Genius drop, for which the tagline is "clothing as protection."

Craig Green, a British fashion designer working on the Genius concept, is somewhat of a survivalist, which is where the inspiration for the piece comes from.

The installation features Mr. Green's Genius designs adjacent to dark, mechanical sculptures created by studio Isabel + Helen.

"Immense, architectural designs push the concepts of functionality and protection to near abstraction, all while maintaining a stringent pragmatism," Ssense says of the exhibit in a statement. "Bearing the aphorism one house, different voices,' Moncler Genius was conceived as a creative hub for the fashion industry's foremost minds.

"The collaborative project takes a curatorial approach to design, with Moncler inviting eight labels to reimagine its iconic down jacket," it said.



5 Moncler Craig Green installation at Ssense Montreal. Image credit: Ssense

Moncler's latest Genius collection will feature products priced at \$360 to \$1,925, with "symbolic" characteristics for extreme living conditions, as well as real functionality. Customers can purchase the collection in stores and on Ssense's ecommerce platform.

The exhibit in Montreal will be open from Aug. 22 to Sept. 10.

Moncler also promoted a recent Genius collection through a sponsored story that explores the potential bonds between man and machine.

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 ([see story](#)).

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