

APPAREL AND ACCESSORIES

## Moncler brings its capsule collections to China

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*The Genius series also featured a new collection from Moncler's own sub-brand, Moncler 1952. Image credit: Moncler*

By STAFF REPORTS

Fashion label Moncler is taking its Genius collections to China in an exclusive partnership with Alibaba's Tmall Luxury Pavilion.

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From Sept. 27 through Oct. 4, shoppers on Luxury Pavilion will be able to purchase pre-sales of the Moncler Palm Angels collection, before extending to the brand's physical pop-up stores and Web site. In celebration of the collaboration, Moncler has created a special The Yellow Capsule collection just for Tmall.

"We look forward to leveraging our unparalleled technology and consumer insights to effectively engage with Moncler's consumers both today and into the future," said Jessica Liu, president of Tmall fashion and luxury, in a statement.

### Changing habits

Only inviting top Tmall Pavilion Club members, Moncler will be hosting a series of events in Beijing and Shanghai.

Its special pop-up will run until Oct. 14.

In addition to the two special collections, Tmall shoppers will also be able to purchase other existing collections such as Moncler 1952, Moncler Simone Rocha, Moncler Craig Green, Moncler Noir Kei Ninomiya and Moncler Fragment Hiroshi Fujiwara.

"Digitalization opened a new era, and luxury brands are adapting to changing shopping habits, as the sector attracts younger consumers who are constantly seeking eye-catching new items," said Remo Ruffini, chairman and CEO of Moncler, in a statement. "I think China is our biggest digital challenge for the next years, and I am happy to partner with Tmall to offer customers a great, unique shopping experience through one of the most exciting online pop-ups we have created."

[View this post on Instagram](#)

Get you ready for the next chapter of #MonclerGenius. \_ Tap into stories now to discover the new Moncler Genius collections.

A post shared by Moncler (@moncler) on Sep 19, 2018 at 6:19am PDT

### *Instagram post from Moncler*

Retailer Ssense also recently hosted an installation to celebrate fashion label Moncler's latest Genius push.

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 ([see story](#)).

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