

APPAREL AND ACCESSORIES

Moncler builds ephemeral homes for Genius project

October 4, 2018



Palm Angels for Moncler Genius. Image credit: Moncler

By STAFF REPORTS

French-Italian fashion label Moncler is rolling out its Genius collections further into retail with the opening of concept shops.

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The House of Genius is debuting in New York and Tokyo on Oct. 4, bringing the series of collaborative collections to temporary stores. This is the latest of Moncler's initiatives for Genius, as it aims to rewrite the luxury rulebook with more frequent drops and experiential retail.

Popping up

The House of Genius will retail all of the Genius collections, as well as special products.

Along with the main locations in New York and Tokyo, Moncler is also launching 50 pop-ups within its brand boutiques.

This retail experience comes as Moncler debuts the latest of its eight Genius collaborations. Created by Palm Angels founder Francesco Ragazzi, the collection includes apparel emblazoned with slogans such as "make it rain" and "I'm so high."

Palm Angels was started as a documentation of skate culture in Los Angeles. Mr. Ragazzi is bringing his documentary-style approach to this collection, which is intended to act as a "gift shop" for the Moncler Genius project.

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Get you ready for the #MONCLERGENIUS Building experience. _ When: October 4th Where: in selected locations worldwide _ Stick with us to discover more

A post shared by Moncler (@moncler) on Sep 29, 2018 at 8:44am PDT

Instagram post from Moncler

Moncler Genius, which launched in February during Milan Fashion Week, replaces the seasonal retail format with a series of eight monthly drops throughout the year.

Creating additional buzz around the designs, Moncler has tapped creatives including Valentino's Pierpaolo Piccioli and musician Hiroshi Fujiwara to design collections that were released one at a time. These launches have been supported with social media activations, as the brand is doing away with its fashion shows ([see story](#)).

Moncler has launched previous retail efforts around Genius. For instance, retailer Ssense hosted an installation to celebrate fashion label Moncler's recent Genius push.

For the third Moncler Genius drop, the label's new concept that shares collections monthly, Ssense's Montreal flagship hosted 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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