

APPAREL AND ACCESSORIES

Moncler renews Genius concept in "inclusive luxury" strategy

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Moncler Genius is back for its second year. Image courtesy of Moncler

By STAFF REPORTS

French-Italian outerwear label Moncler is evolving its aseasonal approach to fashion as it enters the second year of its Genius project.

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Debuted last February, Genius focuses on offering consumers designs from a number of creatives, looking to achieve both variety and newness. After throwing out the typical fashion calendar last year, Moncler is doubling down on the strategy, looking to create consumer-centric collections and experiences.

Continuing concept

The motto behind Moncler Genius is "One house, different voices." Last year, the brand gathered eight designers, who each produced a collection true to their aesthetic or vision ([see story](#)).

This year, the panel of collaborators is changing up. Valentino's Pierpaolo Piccioli is returning, but is working with model Liya Kebede.

Simone Rocha, Craig Green, Fragment Hiroshi Fujiwara and Palm Angels' Francesco Ragazzi will also be returning.

Sergio Zambon and Veronica Leoni will be designing for Moncler 1952, while Sandro Mandrino will create a collection for Moncler Grenoble. Other collaborators include Matthew Williams of 1017 ALYX 9SM, Richard Quinn and Poldo Dog Couture.

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A year after its groundbreaking inception, #MONCLERGENIUS keeps evolving. From the origin to the next level. One house, different voices. Collections for 2019 revealed February 1st.

A post shared by Moncler (@moncler) on Jan 31, 2019 at 8:59am PST

Instagram post from Moncler

Moncler Genius has changed how Moncler both conceptualizes and delivers fashion. The collaborative collections are dropped in monthly installments throughout the year, and a consumer-facing Genius building in Milan acts as a central hub for the concept.

Through the project, Moncler also aims to create a community around its brand, with campaigns that span physical and digital environments.

The second edition of Moncler Genius will debut on Feb. 20 during Milan Fashion Week.

"Moncler Genius is an answer to the times, a symposium of creative minds and an inspiring place," said Remo Ruffini, CEO of Moncler, in a statement. "Each Genius operates singularly and the sum of the Geniuses interprets the Moncler identity.

"Different rooms house different visions, all of them shaping the global Moncler message and the Moncler Genius Building contains them all," he said.

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