

APPAREL AND ACCESSORIES

## Moncler taps Will Smith for first fashion campaign

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*Moncler Genius is Born Crazy. Image courtesy of Moncler*

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By STAFF REPORTS

French-Italian outerwear label Moncler is studying the idea of genius in a campaign featuring multi-hyphenate performer Will Smith.

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"Genius is Born Crazy" attempts to visually explore the idea of genius through images captured by photographer Tim Walker. While Mr. Smith's children have starred in campaigns for brands such as Chanel and Louis Vuitton, this marks his first foray into fashion advertising.

### Campaigning for creativity

Moncler's campaign is centered on the idea that geniuses are viewed as crazy until they are proven right. Sticking to a particular genius therefore requires perseverance and drive.

According to Moncler, Mr. Smith embodies this idea due to his creativity and imagination. Throughout his career, the performer has won a Grammy and earned Academy Award nominations for his work.

In the campaign, Mr. Smith is seen levitating in a stark white room with a single lightbulb hanging above his head. He wears a red Moncler parka, and sits in a cross-legged position.

[View this post on Instagram](#)

When I got the call from @Moncler that they wanted me to be THE FACE of a FASHION campaign I was like... "These jokes must be CRAZY." I've always dug their gear. So I listened to their ideas. Then I was like... "That might be GENIUS." I started pondering the Relationship between Crazy & Genius and I got more & more intrigued. Real Dreamers ALWAYS get called Crazy! I started to wonder... "Are Geniuses born Crazy?! Or can we all get some? :-) #GENIUSISBORNCRAZY

A post shared by Will Smith (@willsmith) on Jul 22, 2019 at 5:57am PDT

### *Instagram post from Will Smith*

This campaign is meant to reflect Moncler's own "crazy streak" and creativity. The label turned itself from a performance sport purveyor to a luxury brand, and it has challenged the traditional retail and collection models with its Genius concept.

Moncler's CEO believes that adaptability is essential for luxury brands to succeed in today's rapidly changing fashion environment.

In a dialogue with *Financial Times'* Milan correspondent Rachel Sanderson at the FT Business of Luxury Summit on May 20, Remo Ruffini discussed the French-Italian outerwear label's recent pivots. In particular, the label's monthly design strategy, Moncler Genius, has emphasized creativity and versatility in new ways ([see story](#)).