

APPAREL AND ACCESSORIES

Moncler ropes in Loewe designer JW Anderson for its third edition of the Genius concept

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The motto behind Moncler Genius is "One house, different voices." Image credit: Moncler

By STAFF REPORTS

French-Italian outerwear maker Moncler has roped in JW Anderson for its 2020 lineup of Moncler Genius.

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The Northern Irish designer was invited to be part of Moncler Genius' third edition for a modern design interpretation of masculinity and femininity through a cross-pollination of menswear and womenswear.

Moncler evolved its aseasonal approach to fashion with the February 2018 debut of its Genius project focusing on offering consumers designs from a number of creatives, looking to achieve both variety and newness.

After throwing out the typical fashion calendar three years ago, Moncler is doubling down on the strategy, looking to create consumer-centric collections and experiences. The motto behind Moncler Genius is "One house, different voices" ([see story](#)).

Brand new voice

Mr. Anderson, also designer of Spain's LVMH-owned Loewe fashion label and his own eponymous brand, joins peers Sergio Zambon and Veronica Leoni for 2 Moncler 1952, Sandro Mandrino for 3 Moncler Grenoble, Simone Rocha, Craig Green, Matthew Williams of 1017 ALYX 9SM, Fragment Hiroshi Fujiwara, Richard Quinn and Poldo Dog Couture.

Moncler Genius enters a new phase this year, going beyond the product to embrace a world of experience, while empowering personal communication and bringing connections and emotions from the digital domain to real life, the company said.

"The house of different voices breaks its own boundaries by exploring beyond fashion and giving a voice to personal creativity," the company said.

Moving toward that direction, Moncler Genius partnered with LVMH-owned German luggage brand Rimowa to launch a new travel concept called Moncler Rimowa "Reflection," tapping innovations in technology, connectivity

and communication.

The move comes three months after Moncler launched a series of pop-up stores to bump excitement in its merchandise and brand in line with a growing trend in vogue with luxury brands.

The Moncler House of Genius temporary concept store popped up in Milan, Paris and Tokyo. The stores will have a series of live events and creative sessions with brand ambassadors ([see story](#)).

FOUNDER REMO RUFFINI conceived Moncler Genius as an answer to the times.

"The potential areas of experience for Moncler Genius know no limits," the company said. "The vision is to reinterpret the ordinary through the extraordinary and to inspire emotions in both the city, and the mountain, where Moncler was originally born."

Moncler Genius 2020 has also taken a step outdoors with MATE.BIKE, styled as "a unique take on progressive travel with an electrical bike created for the extreme terrain of the mountain and the snow, testing the boundaries of conventional commuting and personal expression."

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