

APPAREL AND ACCESSORIES

## Moncler offers warm message of hope in new Spotify playlist

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Bruce Webershoot for Moncler. Image courtesy of Moncler

By DIANNA DILWORTH

Italian fashion brand **Moncler Genius** has launched a new campaign that taps the company's heritage in a move to offer consumers messages of hope during the COVID-19 pandemic.

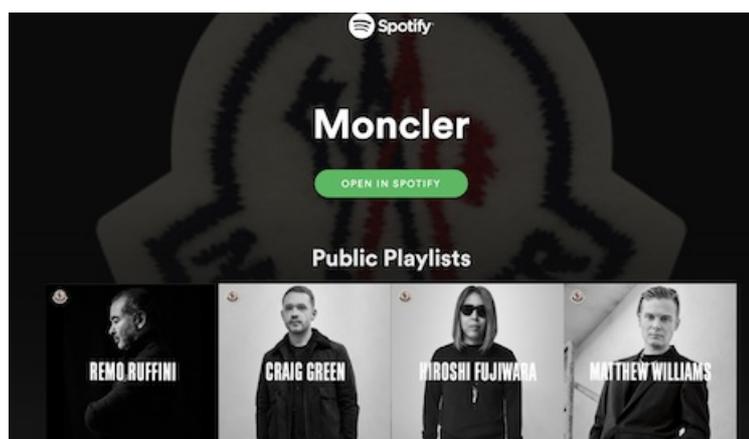
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The multi-disciplinary effort centers around the messages that even though "we are far apart, we've never been closer," playing up the fact that the brand was created to "keep warm even in the most adverse conditions."

"WarmlyMoncler is a reminder of the brand's ethos - sharing warmth to the world - amidst the pandemic," said Jim Gentleman, brand strategy consultant at **Wheelhouse Group**, Las Vegas.

"The campaign does a nice job of being true to the brand and its history while recognizing the beauty and strength of hope and the human spirit during challenging times," he said.

"Most importantly, Moncler's mantra is supported by the company's charitable efforts to help those struggling during this global crisis."



Moncler's Spotify channel. Image credit: Spotify

## Playing with playlists

The #WarmlyMoncler campaign is centered on a social media outreach featuring works from the brand's archives by iconic fashion photographers.

Photos include shots of polar bears in the Arctic and children in snowy Nepal that were supported in a partnership with UNICEF. The bold images are aimed to give consumers a sense of wonder and warmth during tough times.

"Luxury brands are making a rigorous effort to stay in touch during the pandemic by providing hope using a plethora of creative vehicles, those that mirror and support the brands visions, values and sense of purpose," said Rebecca Miller, principal at [Miller&company](#), New York. "The closer a brand can stay to this, the more authentic the outreach will be perceived and ultimately perform."

Moncler has also released a series of Spotify playlists curated by friends and family of Moncler.

For instance, Moncler chairman/CEO Remo Ruffini shares inspirational songs that give him hope. Designers Matthew Williams and Hiroshi Fujiwara also made playlists.

"As all of us spend more time in our homes with shelter-in-place orders becoming the norm, music streaming services like Spotify provide a needed escape and respite from a difficult reality," Mr. Gentleman said.

"Moncler and others recognize the opportunity to provide soothing sounds and inspiration while also reinforcing top-of-mind brand awareness," he said.



*Moncler partnership with UNICEF. Image credit: Moncler*

## Activations

The campaign will also include a series of discussions and interactions with more Moncler minds.

For instance, new creative director Jonathan Anderson will take part in an interactive interview, followed by a series of activations exploring themes of creativity and connectivity at home.

"Like water and nature, music acts as a soothing agent that everyone, no matter their age, culture or sex can relate to and benefit from as a vehicle of calm under these most trying circumstances," Ms. Miller said.

"Moncler's strategy expands and builds upon this concept respecting their DNA's inherent values of protection and warmth," she said. "The variety of the Spotify playlists express their customer's diversity offering genres a group might not have considered prior. A gift of hope as demonstrated through exposure and expansion."

Moncler is based in Milan. It is working with the city of Milan by contributing 10 million to support construction of the recently opened Fiera Milano Hospital. The company has been sharing its deeds in marketing with customers to show how it is involved.

"The most successful messaging is that which offers genuine care and solace through words, imagery and provides simple acts of kindness, that which is focused on the consumer needs, not the brand's needs," Ms. Miller said.



*Bruce Weber for Moncler. Image credit: Moncler*

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