

APPAREL AND ACCESSORIES

## New campaign asks pointed question: What does Moncler mean to you?

July 13, 2020



*Mami Wata Surf's Nick Dutton turned to the sea to gain a new perspective on empowerment. Image courtesy of Moncler*

By LUXURY DAILY NEWS SERVICE

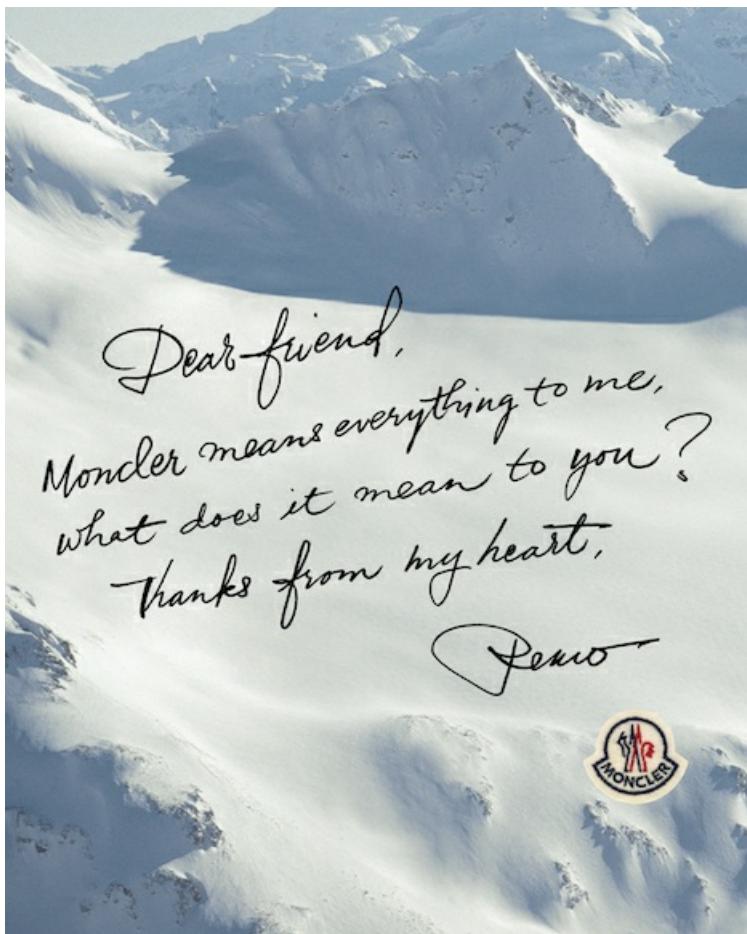
Franco-Italian outerwear maker Moncler has introduced a new campaign called inviting a bevy of personalities and achievers to answer a simple question: "What does Moncler mean to you?"

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Moncler Voices, as it is called, is an invitation to well-known artists, curators, stylists, designers, directors, athletes, explorers and cultural players to create an intimate portrait of the brand. The effort was the brainchild of Remo Ruffini, chairman/CEO of Moncler.

"Moncler has always believed that to harness uniqueness you need to bring other voices in," the company said in a statement.

"By entrusting partners to reflect on a pioneering energy, creative minds are allowed to forge their own path and give their singular and truthful take on Moncler," he said. "By bringing these voices together, the Moncler Voices sing in unison, creating a fresh perspective on identity that is true."



Moncler chairman/CEO Remo Ruffini wants feedback. Image courtesy of Moncler

#### Warm thoughts

Mr. Ruffini's invite to creative voices that inspire Moncler went out to Jonathan Anderson, Michele Cucchi, Nick Dutton, Hiroshi Fujiwara, Craig Green, Veronica Leoni, Hwang Minhyun, Piergiorgio Del Moro, Guillaume Nry, Sabino Pantone, Pierpaolo Piccioli, Iouri Podladtchikov, Michele Pontrandolfo, Richard Quinn, Francesco Ragazzi, Simone Rocha, Etienne Russo, Francesco Sauro, Robbie Spencer, Nigel Sylvester, Karl Templer, Matthew Williams and Sergio Zambon.

The **Moncler** boss asked these personalities to reflect on the spirit of togetherness, creativity and exploration that Moncler stands for and create an image that is authentic to them.

The campaign is live on Instagram through the next several weeks.

Each invitee has an interesting focus.

Palm Angels founder Mr. Ragazzi draws on the impact of family ties from his childhood, editor and stylist Mr. Pantone created a lift-off of love as balloons carry away a heart-covered jacket, and 6 MONCLER 1017 ALYX 9SM designer Mr. Williams reveals an intimate self-capture in his own collection.

Also, 2 MONCLER 1952 Woman designer Ms. Leoni portrays the power of young women with a portrait of her niece in a jacket from her collection, and Mami Wata Surf's Mr. Dutton turned to the sea to gain a new perspective on empowerment.

"The series is conceived to affirm emotional and artistic connections between us all, bringing us closer through the lens of Moncler," the company said.