

APPAREL AND ACCESSORIES

Moncler Genius adds luxury e-bikes to its lineup

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Moncler Genius welcomes Mate.Bike to its roster. Image credit: Moncler

By LUXURY DAILY NEWS SERVICE

French-Italian outerwear maker Moncler is leaning into its outside origins by partnering with a Dutch electric vehicle brand for its latest Genius collaboration.

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While Moncler Genius has gone beyond fashion collaborations through partnerships with Poldo Dog Couture and luggage brand Rimowa, this is the first with a transportation brand. Copenhagen-based Mate.Bike launched in 2016 with its first e-bike and has become a leader in the industry.

Moncler Mate.Bike

Mate.Bike makes e-bikes that can handle extreme environments, including mountain and snow terrains. The brand's offerings are priced at \$1,699 and up.

Each Moncler Mate.Bike is made with a space-grade aluminum frame in bright white or deep black. The e-bikes are wrapped in a puffer material with the Moncler logo, reminiscent of the brand's famous outerwear.



The Moncler Mate.Bike is available in black or white. Image credit: Mate.Bike

The limited edition is available with two different motor options and can reach speeds up to 25 kilometers an hour, or 15 mph. The 250W version is priced at \$3,599 while the 1000W bike is priced at \$3,999.

Each purchase comes with a multi-use nylon hooded mantel. The garment can be used as a cape, pillow or battery cover protecting against the elements.

To promote the collaboration, Moncler filmed a black-and-white short film showing a male model riding the branded Mate.Bike on a treacherous snowy slope. Editorial photographs were also released.

The bikes are available for pre-order, to be delivered in November. Select Moncler boutiques will also carry the collection.

Moncler Mate.Bike is part of the 2020 lineup of Moncler Genius, the third edition of its aseasonal approach to fashion releases ([see story](#)).

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