

APPAREL AND ACCESSORIES

## Moncler names Alicia Keys as first curator for new project

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*Alicia Keys is the first face of the new project, MonclerSelect. Image credit: Moncler*

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By LUXURY DAILY NEWS SERVICE

French-Italian outerwear label **Moncler** has named Grammy-award winning singer Alicia Keys as the first guest curator for its new collection.

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Moncler Select, the new digital project from the label, will be curated by public figures around the world and has launched on Moncler.com. The first chapter curated by Ms. Keys is now available on the website and will continue in 2022.

"We are constantly exploring new and better ways to serve our customers, especially focusing on creating unique experiences that build long lasting relationships with them," said Remo Ruffini, president/CEO of **Moncler**, in a statement.

A day in NYC

The new digital project will be showcasing edits from popular figures in entertainment, fashion and more.

Ms. Key's installment, "A day in New York City," is an immersive experience for consumers, bringing them into city living to discover the singer's curation of Moncler clothing and accessories while enjoying the 15-time Grammy award winner's new album, *Keys*.



*Some of the offerings as part of Moncler Select by Alicia Keys. Image credit: Moncler*

The new project reflects Moncler's latest push to engage with its community of shoppers.

With this new collaboration, comes a three-year partnership representing Moncler's connection to culture and efforts to bridge the worlds of fashion and sport. The football club is dressed in several chic and sporty looks, which some looks also being made available for consumers in capsule collections ([see story](#)).

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