

APPAREL AND ACCESSORIES

Moncler transforms timeless Tod's for new capsule release, classic face fronts campaign

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The brand taps fashion royalty for reworked "Tod's x 8 Moncler Palm Angels" styles. Image courtesy of Moncler

By AMIRAH KEATON

Italian fashion company Moncler is transforming timeless classics for its latest capsule.

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Supermodel Naomi Campbell is the face of "Tod's x 8 Moncler Palm Angels," a three-way collaborative effort between the luxury brand, elevated streetwear line and longtime partner Palm Angels the two have released a few ready-to-wear collections to date and Tod's, an Italian luxury shoe line. Miami Beach is the project's playground and modeling its sport of choice.

"In 2018, Moncler changed its business model," said Yana Bushmeleva, chief operating officer at **Fashionbi**, Milan.

"The ready-to-wear seasonal collections were replaced by monthly collaborative drops under the Moncler Genius name," she said. "The new collection with Palm Angels is just one of the many drops under the #MONCLERGENIUS project.

"The KPIs make it crystal clear that Moncler Genius contributed to the company's ranking among the most popular brands and its 28% increase in sales between 2018 and 2021."

Trading places

Moncler has engaged quite a few moving parts for this effort.

For background, the brand partnered with Palm Angels under its Genius initiative in 2019. Born of a spontaneous desire to rework Moncler's most iconic styles. The designer duo goes by "8 Moncler Palm Angels" for related releases.

Both brands are back and this time, a third party enters the agreement.



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Announced Nov. 30, with campaign assets dropping in the days after, the "Tod's x 8 Moncler Palm Angels" is executive in alignment with T Factory, the shoe brand's creative laboratory where established and emerging designers are invited to offer a new point of view on Tod's DNA, counting the likes of Alessandro Dell'Acqua, Mame Kurogouchi and Alber Elbaz among its collaborators.

"Tod's has also had successful collaborations with 'neighbor brands,'" Ms. Bushmeleva said.

"The brand created joint collections with Alessandro Dell'Acqua and Alber Elbaz in 2018 and 2019, respectively, as part of its T Factory project," she said. "Between 2020 and 2021 the Tod's T Factory project featured Japanese designers."

Palm Angel creative director Francesco Ragazzi spearheads the capsule.

Working in collaboration with both its longtime companion and its more recent business relationship to reinterpret styles from both brands, Mr. Ragazzi delivers a clothing capsule with which to pair a set of reworked Tod's Gommino and W.G. kicks, available in men's and women's, with prices ranging from \$825 to \$1,375.

Perhaps Tod's most recognizable shoe, the Gommino originated in the 1970s as a driving loafer, before becoming synonymous with Italian craft and connoisseurship.

The overarching effort is inspired by the world of American sport.

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Alongside the "8 Moncler Palm Angels squad," as the brand dubs its cast, Ms. Campbell brings this energy to life in a fresh set of campaign assets, shot amid Miami's Beaches by rising shooting star Quil Lemons who, in 2021, became the youngest person in the history of Vanity Fair photographers to capture its cover.

Mr. Lemons brings this innovative energy to Miami, grabbing Ms. Campbell's best angles. The decision to opt for work with the superstar does not seem accidental, as Tod's branding and the model's iconic industry standing lend long-term credibility and inclusive class to the streetwear collection.

Athleisure evolution

According to data from a recent McKinsey and Company report, the global athleisure market will see 8-10 percent growth by 2025 ([see story](#)). As with Moncler's most recent marketing push, luxury's approach to athleticism continues to evolve.

Take for instance Italian fashion brand Gucci. Not typically referenced for its ability to deliver within the athletic category, Alessandro Michele's switch-up arrived in the form of a running sneaker.

Of its campaign, gone are the hard-hitting, strained visuals of athletes pushing their limits, a formula often followed by athleisure brands seeking to credential themselves. Instead, the LVMH-backed entity proves a meditative mindset is what's in fashion, leading with an approach that asks viewers to grind activity to a halt for creativity's sake ([see story](#)).

The medium a highly-visual video excerpt featuring ASMR sounds matched the message with ease.

French fashion house Christian Dior, however, decided to lean into a core consumer, championing female empowerment for a collection of athleisure apparel and accessories through an exploration of movement. The brand showcases its range of high-impact pieces designed by Dior creative director Maria Grazia Chiuri through the eyes of several female athletes in a series entitled "Dior Vibe," released earlier this year ([see story](#)).

[Launchmetrics](#) explains that the COVID-19 pandemic continues to have long-term impacts on how individuals prioritize their lives, now placing health, fitness and well-being at the top of their lists, and brands must seriously consider incorporating athleisure products and wellness messaging into their strategies.

The capsule's clothing and footwear seems to have taken the sentiment into consideration. Tod's Gommino loafer, for example, was gifted a modern update, resulting in the W. G. Boots.



The Tod's x 8 Moncler Palm Angels W. G. Boots in Leather. Available online and in-store, the pair retail for \$1,195. Image credit: Tod's

The pair tout the power of a snow boot, arriving with the volume and height of a mountaineering option for winter

2022. Thematically, clothing pieces tote the line between athleisure and serious sporting attire, a strategic merchandising differentiator for the trio, as many releases tend to fall under just one bucket.

Balancing function and fashion is no easy feat. This is where smaller player Palm Angels may be working overtime, sharing its streetwear edge with its older partners, evidenced in the little details.

A small palm tree version of the Moncler logo has been placed on capsule jackets the perfect West Coast touch.

"What makes this collaboration of three Italian brands interesting is the involvement of the Tod's brand," Ms. Bushmeleva said.

"I think the decision to hold the presentation in Miami was made to take advantage of the current Design Miami week."

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