

APPAREL AND ACCESSORIES

Moncler taps Givenchy creative lead for hi-tech 'Genius' capsule

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Moncler brings nature to Hi-Tech cuts. Image credit: Moncler

By LUXURY DAILY NEWS SERVICE

Italian fashion company **Moncler** is sparking the spirit of collaboration in partnership with 1017 ALYX 9SM.

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Pronounced "ah-leeks," the studio is the brainchild of Givenchy creative director Matthew M. Williams, whose work focuses on technically-advanced garments and a hands-on production process. The project at hand, titled "6 MONCLER 1017 ALYX 9SM," brings those attitudes to the forefront, drawing on the intersection between natural organics and urban functionality.

Hi-Tech bets

Working with eight up-and-coming models, Moncler is channeling the high-value Mr. Williams places on details, innovation and toughness.

Comprised almost entirely of outerwear and accessories a padded cardigan in pastel lavender amounts to \$2,435, while a wool beanie will run its owner \$330 dozens of winter-ready men's and women's items offer layers of technically advanced, utilitarian fabric.

Constructed from natural materials, all of the Moncler capsule pieces feed into Mr. William's ethos, blending the outdoors and technology with ease.

This focus on function is brought forth by way of hats, phone cases, gloves, bags, jackets and footwear of the collection, many of which serve multiple purposes.

For example, a set of designer mules feature advanced trailgrips, making the footwear ideal for either urban settings or extreme outdoor adventures. Even the capsule's color scheme reflects this, bringing in soft hues from nature as well as stark colors and metallics from urban spaces.

For the effort, Mr. Williams specifically drew on inspiration from urban culture from California, the state where the creator came of age, with additional sourcing of ideas from sustainable technology.



Moncler models bring intensity to the looks. Image credit: Moncler

This angle is prominent throughout Mr. Williams' work, and spans Moncler's Genius collaborations, as the company works with innovators of recognition in the field through partnerships.

When showcasing the capsule on social media, models were instructed to interpret the looks with their own attitudes, embodying the stark aesthetic while bringing a sense of individualism to the clothing. The buckles, a signature of Mr. Williams, are among the elements most highlighted by the resulting imagery.

The pieces are now available for purchase on the [Moncler website](#), with a few key items for sale on [1017 ALYX 9SM](#) as well.

Other Moncler Genius collaborations have resulted in sustainable tech innovations such as gender-fluid wares, concept shops and e-bikes ([see story](#)), to name a few.

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