

AUTOMOTIVE

Mercedes-Benz, Moncler pursue design excellence with off-road update

February 22, 2023



The partnership's resulting release, a Mercedes G-Class, applies Moncler's puffer motif to a car classic. Image credit: Mercedes-Benz/Thibaut Grevet Mller

By AMIRAH KEATON

Italian fashion company Moncler is reveling in the aftermath of an exciting exhibition at London Fashion Week, as German automaker Mercedes-Benz comes along for the ride.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Culminating in a grandiose runway show from Moncler Genius, the partnership has resulted in an artfully designed apparatus that applies the luxury apparel company's classic puffer motif to a Mercedes G-Class model. Dubbed "Project Mondo G," the collaborative effort first debuted at the Olympia London during Moncler Genius' interactive activation, now adding newly-released campaign content to a growing list of supporting channels.

To the moon with Mercedes

On Feb 20, the pair unveiled a design-forward car model during Moncler's "The Art of Genius" live show activation.

Open to the public, the super-sized showcase presumably aimed to surprise and delight. Executed in partnership with Moncler Genius, Mercedes-Benz's latest model answers the call.

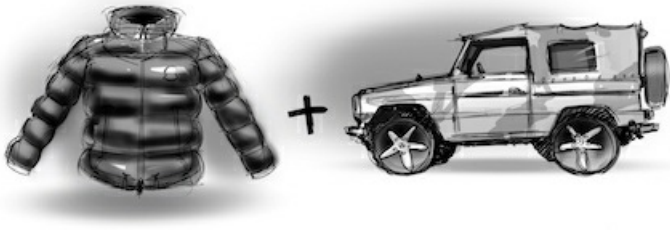
New era, new worlds of possibility. Last night was a celebration of creative energy that crystallized Moncler's vision for 2023.

Our Geniuses arrived in London to reveal their co-created experiences, shared in person with 10,000 of our London community during Fashion Week. pic.twitter.com/k7cbSHWCrH

Moncler (@Moncler) [February 21, 2023](#)

Dubbed "Project Mondo G," An on-stage appearance at the Feb. 20 Moncler Genius event exposes key features of the updated off-roader, which builds on the original G-Class, though this time around, is spearheaded by Mercedes-Benz Group AG's chief design officer Gorden Wagener.

Thoughtfully crafted with cross-categorical references, a zipper located atop the art piece's roof evokes the shared versatility and variability of both Mercedes' fleet and Moncler's jacket, while the durable nature of the all-terrain tenant reflects the ability of both branded items to endure harsh travel conditions.



Design sketches of the art piece. Image credit: Mercedes-Benz/Thibaut Grevet Mller

Dropped in the days thereafter, an accompanying campaign video, one in which a hive of models appears to rally around the mission of landing the custom G-Class on the moon, brings the latter point home.

The effort marks Moncler's first automotive partnership. "Project Mondo G" also works to broaden Mercedes-Benz's audiences beyond the automotive realm.

"The collaboration with Moncler inspired us to create a real iconic sculpture on wheels a very bold design statement: our Project Mondo G," said Mercedes-Benz AG's Mr. Wagener, in a statement.

Mercedes-Benz and Moncler Genius present "The Art of Imagination"

"Based on our design philosophy Sensual Purity, this art piece merges extremely contrasting forms and surfaces: spacecraft shiny materials with a used patina look; strong geometry of the G-Class with organic forms of Moncler puffer jackets," he said. "Two strong luxury brands offer an extraordinary new experience by combining automotive and fashion world united in one piece."

"Because of over-dimensional and exaggerated language of forms it's polarizing art to set new impulses and trends."

The Genius of Moncler

Moncler Genius' production could provide a blueprint, in terms of the dynamism possible for future presentations.

Founded in 2018 ([see story](#)), Moncler Genius is a collaborative platform that, over the last five years, has released co-designed collections with the likes of Valentino's Pierpaolo Piccioli, Simone Rocha and Palm Angels ([see story](#)).

Prince of prints, Richard Quinn, presented a fantasy of floral quilted evening gowns for Moncler Genius, establishing a trailblazing fashion agenda for the brand. Discover more peaks from our 70-year history at <https://t.co/dTWNMGyBGN>. Photographed by Gregory Harris.

[#Moncler70 pic.twitter.com/0svq1OwmJm](#)

Moncler (@Moncler) [October 7, 2022](#)

"We have chosen designers that differ greatly from each other as we have always spoken to different generations", said Remo Ruffini, chairman and CEO of Moncler, in a statement.

"We constantly need to offer new experiences and new ideas," Mr. Ruffini said. "We have overhauled everything, by overcoming the very concept of seasons. Our approach is monthly, weekly, daily, an approach which considerably reduces the time that elapses between the collections' presentation and when they actually arrive in the stores."

The platform which Mr. Ruffini originated seeks to challenge the traditional two-season fashion calendar, moving towards a continuous flow of newness, according to Moncler.

Born of the Moncler Genius ethos, "The Art of Genius" proved no different.

First and foremost, members of the public were welcome to the fashion week undertaking. "The Art of Genius" takes public integration a step above a digital livestream, placing interested fans right in the middle of the action.

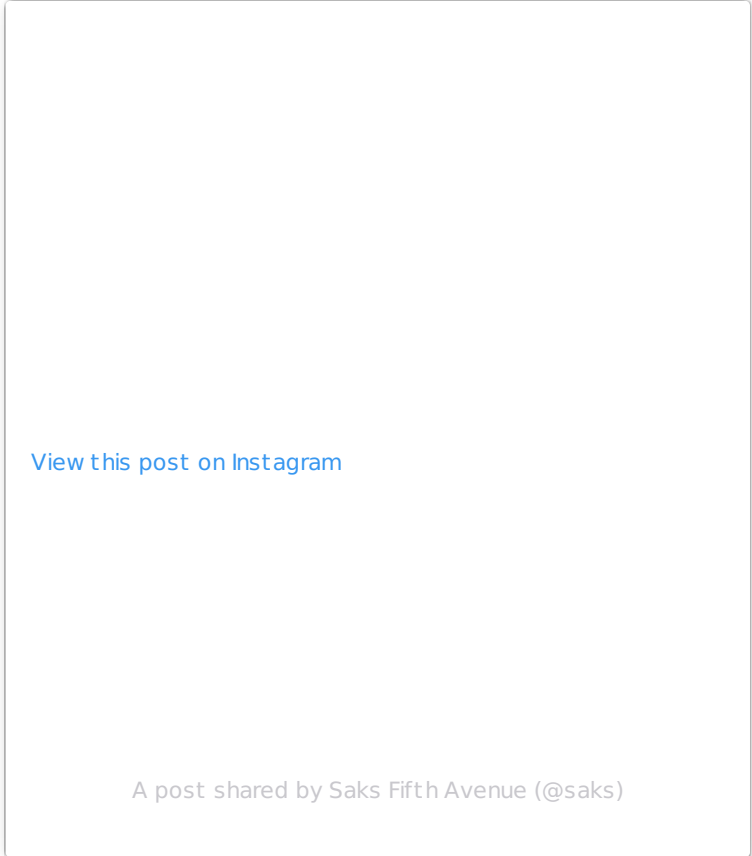
Though the occurrence has become more frequent in recent seasons attendees in these instances are, of course, ticketed, oftentimes scoring passes in a brand-operated raffle, or some other diplomatic method of distribution the move is no less strategic, as these ambassadors of sorts are willing and able to help spread the word, readily posting snippets of Moncler's megashow to social media.

Expertly, Moncler's experiment included a few additional entertainment elements.

Live Nation artists contributed to the event's lively feel. Artists from the global tour and events company rounded out offerings with concert performances all their own.

"Project Mondo G" is one of the initiative's many mini-collaborations this season.

Inclusive of brands such as Adidas and FRGMT, as well as cultural figures and luxury collaborators of late including Pharrell Williams ([see story](#)) and Alicia Keys ([see story](#)) the creations of this year's talented "Art of Genius" lineup were showcased via a series of walkable art installations peppered throughout.



Mercedes-Benz and Moncler Genius' decision to debut a design-forward car model debut in the midst of this moment seems to have been a sound one, as the larger "Art of Genius" initiative is lauded for pushing the bounds of what it means to produce a modern-day fashion presentation.

Unearthed mid-extravaganza, the show's centerpiece, a collaborative creation between two luxury heavyweights, acted as yet another touchpoint in both brands' respective journeys towards design excellence.