

APPAREL AND ACCESSORIES

## 'Gorpcore' steals spotlight at Moncler Genius

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*The project's latest delivery, Moncler quipements, features American footwear designer Salehe Bembury's debut ready-to-wear collection of sneakers and accessories. Image credit: Moncler*

By AMIRAH KEATON

Italian fashion company Moncler is embracing a modern-day trend with a capsule that nods to the brand's origins amid the great outdoors.

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The brand's Genius platform for "co-creation" is playing host to American footwear designer Salehe Bembury, known for his expertise in sneaker design. Dubbed "Moncler quipements," a new collection reimagines an archive mountaineering line from the late 1950s; recognizing the potential of today's "gorpcore" movement, the initiative enables Moncler to maintain relevance at the forefront of apparel shifts.

"This campaign is a dialogue about humanizing luxury," said Mr. Bembury, in a statement.

"My goal is to harmoniously balance Moncler DNA with the heritage of the outdoors," he said. "This collection embodies a juxtaposition of ethos rarely seen in either environment."

### Melding tradition with trends

Moncler x Salehe Bembury marries Moncler's experience in down jacket design and Mr. Bembury's artistic expression.

Notes of inclusivity frame the interaction as, per the brand, Mr. Bembury's "entry into outdoor gear also seeks to open up the field with functional pieces that invite a diverse community to explore the freedom of nature."

The ready-to-wear collection of sneakers and accessories consumers can expect Collarless puffer jackets, Gore-Tex Infinium parkas, teddy fleeces, leggings, caps, beanies and more as part of the assortment are available in-store and online starting today.

With the drop, Moncler aims to get in on the growing popularity of the gorpcore trend, which combines outdoor functionality with fashion.



*The ready-to-wear collection of sneakers and accessories are available in-store and online starting today. Image credit: Moncler*

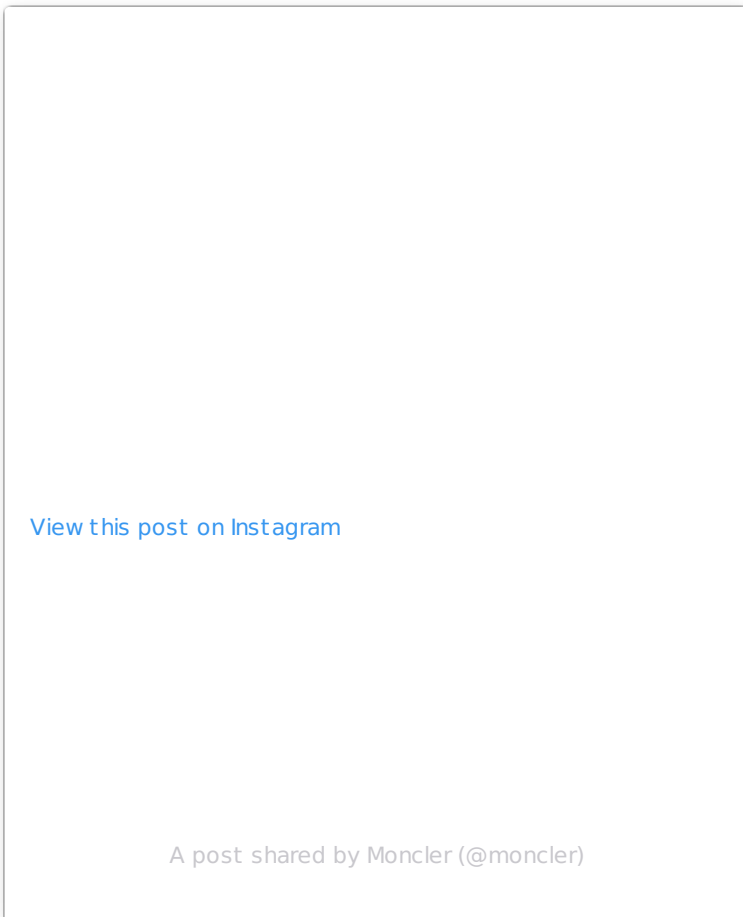
Gorpcore, a title adapted from the term "gorp," or "good old raisins and peanuts," is rooted in camping culture.

Long revered by hikers, mountaineers and other outdoor enthusiasts, mass-market adoption represents a shift in consumer preferences towards utilitarian aesthetics, comfort and durability.

Key aspects of the popular styling include functional design and the mixing of high and low influences.

The trend has gained momentum as people seek versatile clothing that adjusts to various environments and activities.

With this in mind, high-end designer labels are incorporating gorpcore elements into their collections more frequently. Moncler is no exception.



Gorpcore garments are not limited to the trails, as pieces are also being styled for urban environments.

The integration of street style aesthetics involves pairing outdoor pieces with everyday clothing, combining a puffer jacket with jeans and sneakers for instance.

Moncler quipements attempts to modernize a longstanding love of adventuring. The use of sustainable materials such as recycled nylon, reflective elements for increased visibility, and detachable utility pockets fuses performance with fashion-forward design.

Moreover, Bembury's designs exhibit a distinctive aesthetic, characterized by bold burnt oranges, sunset corals, moss greens and muted browns, as well as graphic patterns and unexpected silhouettes.

A capsule standout, Moncler x Salehe Bembury offers a redesigned signature. The brand's partner revamps the Trailgrip sneaker for next-gen nature enthusiasts.

"Moncler equipments is an exploration of palette, shape, and utility," said Mr. Bembury, in a statement.

"From extensive time spent in the wilderness, I have developed a deep appreciation for nature and the elements that come with it."

### Moncler's Genius

By associating itself with gorpcore ([see story](#)) and influential designers in the industry, Moncler reinforces its position as a brand that understands and adapts to the evolving preferences of its target audience.

Moncler x Salehe Bembury [#MONCLERGENIUS#MONCLERSALEHEBEMBURY@BemburySalehe](#)  
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The collaboration between Moncler Genius and Mr. Bembury extends beyond the physical collection, encompassing a marketing campaign shot by Bahraini film director Hala Matar & photographed by Lauren Kim, providing audiences with a comprehensive experience that goes beyond the products themselves to engage consumers on a deeper level.

Meanwhile, Moncler Genius ([see story](#)) has established itself as a pioneer in the fashion industry by forging partnerships with a diverse group of designers, each bringing their unique creative vision to the table.