

APPAREL AND ACCESSORIES

Moncler celebrates two decades of streetwear label Billionaire Boys Club

August 22, 2023



Rap group Clipse fronts the campaign with an icy theme. Image credit: Moncler

By ZACH JAMES

As a popular streetwear brand reaches 20 years on the market, Italian fashion company Moncler is spreading word of a commemorative collection launched this month.

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

As of Aug. 15, a crossover clothing capsule with Billionaire Boys Club, founded by American record producer Pharrell Williams and Japanese fashion designer Nigo in 2003, has hit the internet. An accompanying campaign seeks to create a distinct look that melds Italian fashion landmarks with the essence of casual, everyday apparel while appealing to a wide range of consumers.

hit global BBC Icecream flagship stores and bbcicecream.com -- two exclusive styles are available for purchase via Moncler's online storefront. fronted by American rap group Clipse

"Luxury brands are always looking at having multiple conversations about who they are as a brand, who they align with, and how they connect with their audience by having partnerships, collaborations and collections that incorporate their storied heritage and aligning with those that are rising stars as well as those that are iconic," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](http://AthleisureMag.com), New York.

"So, in this campaign, it speaks to those that were teens and in their 20s/30s when the Clipse came out as well as those that are currently in that age group, she said. "It's a great multigenerational demo that allows the brand to have relevancy in all of those groups and it's a way for Moncler to show that it is multifaceted and knows how to be of the moment.

"Luxury and streetwear pair well together in this campaign and it makes it a true fusion where those who are fans of all the brands that are involved can be excited to see what may continue in the future with these brands separately and together."

Ms. Smith is not affiliated with Moncler, but agreed to comment as an industry expert.

Iced out

The collection and its corresponding short film both focus on the cold winter months, featuring several pieces

intrinsically tied to the upcoming season.

A down coat, varsity jacket, knit beanie, hoodie, boots and more headline the capsule, each with design notes signature to the brand, such as urban camos, astronaut motifs and low-key logos that can fit into any wardrobe. The Billionaire Boys Club, sometimes referred to as the BBC, also makes use of its diamond and dollar pattern in the line.

The BBC was cofounded by American musician and entrepreneurial magnate Pharrell Williams and Japanese clothing designer and DJ Nig, both of which are now leaders in the fashion industry. Mr. Williams was recently appointed to the position of men's creative director at French fashion house Louis Vuitton ([see story](#)) and Nig joining French fashion label Kenzo as its creative director in late 2021 ([see story](#)).

The short film showcases the winter-themed collection

"This capsule collection has a carefully curated selection that includes jackets, hats, shirts, boots, and accessories that highlight what is iconic and authentic to Moncler while also embracing the elements that are indicative of Billionaire Boys Club, and then having the Clipse as the faces of the campaign, it adds in the elements of what they brought to rap musically, aesthetically, and culturally," said Ms. Smith.

"These elements come together seamlessly to make a well-balanced concept and collection that is true to those that are involved and can resonate with their audiences separately and together."

The film shows Clipse in a gritty winter wonderland, spotlighting the heavy nature of the collection's items and its urban nature. It also plays on the term "iced out," which often refers to one wearing trendy fashion and diamond-laden jewelry.

The collaboration has a "magic" to it, according to Moncler, adding to the craftsmanship and attention to detail that luxury fashion is known for.

Moncler celebrates 20 years of [@pharrell](#)'s Billionaire Boys Club with a capsule collection embodied by iconic rap duo Clipse.

Explore Moncler x Billionaire Boys Club now on

[@bbcicecream pic.twitter.com/bdinv7zpPl](https://t.co/G256tSMGI#MonclerBillionaireBoysClub)

Moncler (@Moncler) [August 16, 2023](#)

Multiple t-shirts also feature in the collection, which has a total of eight items. The tops, including the aforementioned jackets, feature a new logo that mixes the icons for both the maison and the streetwear company together.

Fleece sweatpants and a camo cross-body bag round out the capsule.

The bag and the matching camo boots are exclusive to Moncler's online store, with the remainder of the collection also reaching retail at the BBC Icecream flagship locations and its website.

Cultural touchpoint

Clipse is made up of brothers Gene "No Malice" Thornton and Terrence "Pusha T" Thornton, which collectively have 20 years of experience in the rap genre, adding a distinct authenticity to the release.

Hip-hop culture is key to the capsule and the BBC brand, making it stand out amongst its competitors in the space, especially with the release of fall/winter campaigns, such as with recent activations by German fashion house Hugo Boss ([see story](#)) and French maison Dior ([see story](#)).

Billionaire Boys Club's spaceman iconography and Moncler's bell logo join forces on a reimagined puffer jacket from the new capsule collaboration.

Explore Moncler x Billionaire Boys Club now at

[@bbcicecream pic.twitter.com/moBqojRVS4](https://t.co/G256tSMGI#MonclerBillionaireBoysClub)

Moncler (@Moncler) August 19, 2023

"I think that there is an element of nostalgia, authenticity and forward-looking movement with the campaign," said Ms. Smith.

"Those who know BBC and its founder Pharrell, can see elements of it in the campaign down to having Clipse in it," she said. "The pieces that are in this collection are those that are indicative of what this group wore as well as what they have worn in their solo careers.

"Finally, the Clipse were known as a musical group where fashion was just as central to them as their music; the campaign highlights rap and its contribution to style and streetwear, but it also showcases the versatility of Moncler and how it can be included in the conversation seamlessly."

© 2023 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.