

APPAREL AND ACCESSORIES

# Moncler collaborates with Jay-Z on Genius collection

January 25, 2024



Dropped on Jan. 24, the launch is brought to life by a short film featuring music from *The Book of Clarence*. Image credit: Moncler

By LUXURY DAILY NEWS SERVICE

Italian fashion company **Moncler** is working with a well-known musical artist for the latest drop.

American rapper, record producer and entrepreneur Shawn "Jay-Z" Carter has designed a new Genius collection for the company, turning to his hometown of New York City for inspiration. The release, which continues a creative narrative between the pair that initially emerged last year, is brought to life by a short film.

"The 'Art of All' is the journey, it is the everyday, it is waking up and using your voice," said Mr. Carter, in a statement.

"Genius is everywhere."

## "Genius is everywhere"

Dropped Jan. 24, the new collection taps the brand partner's entertainment company, Roc Nation, featuring outerwear and ready-to-wear items that fuse streetwear aesthetics and luxury alpine sensibilities.

Genius is everywhere.

Moncler x Roc Nation designed by JAY-Z. Soon. [#MONCLERROCNATION@RocNation](#)  
[pic.twitter.com/JtjggT94dw](https://pic.twitter.com/JtjggT94dw)

Moncler (@Moncler) [January 23, 2024](#)

According to Moncler, the "omnipresence of genius" shapes the clothing line, marrying art and entertainment to the mountains. Styles that could be seen in the bustling streets and subways of New York City are paired with classic ski looks.

Spanning bomber jackets, down vests, T-shirts, sweatpants, canvas pants and more, prices vary, from \$375 for the capsule's Logo Motif T-shirt to the \$4,810 Cassiopeia Reversible Down Bomber Jacket. The Moncler x Roc Nation designed by Jay-Z

collection is available now on [Moncler.com](https://www.moncler.com).



*The collection turns to Brooklyn, the talent's hometown and the town in which Roc Nation is headquartered, for inspiration. Image credit: Moncler*

The launch is brought to life in a short film narrated by American rapper Carlos St. John Phillips, known professionally as Saint Jhn, directed by Irish video artists Praic and Kevin McGloughlin and features music from the 2023 adventure comedy *The Book of Clarence* Mr. Carter is the movie's producer.

The visuals collate imagery of Brooklyn, the talent's hometown, with mountainous landscapes that harken back to Moncler's roots, melding both regions.

Snowy peaks jaggedly soar above the concrete jungle. Exploring "the journey of living genius and climbing above the noise" to discover one's independent voice, the film integrates personal notes from the mogul.

*Moncler x Roc Nation: Genius is Everywhere*

The project builds on a prior engagement between the pair executed in February 2023 during Moncler's The Art of Genius immersive event at London Fashion Week ([see story](#)).

For the occasion, Mr. Carter and Roc Nation planned an experience that featured state-of-the-art sound pods, which prompted attendees to "use their voice and become the creator." Guest-provided vocals were then engineered by American record producer and audio engineer Mike Dean.

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