Moncler to unveil new Genius project simultaneously in 5 cities, with Alicia Keys

By Dominique Muret • 17 September 2021

Moncler’s Genius project is evolving. Called ‘Genius Building’ when it was launched in January 2018 with eight capsule collections styled by eight different designers, it has now become ‘Mondogenius’, a global digital event blending fashion and artistic performance, staged live and simultaneously in Milan, New York, Shanghai, Tokyo and Seoul, with US pop star Alicia Keys the headline act.
“For the first time, Moncler Genius presents its collections via a digitally-led experience across five cities and through the vision of 11 designers, all in one show, hosted by 15-time GRAMMY® Award-winning artist and worldwide-celebrated music icon Alicia Keys,” said Moncler in a press release, without adding further details about the event.

Last December, Moncler announced that it would stage the Genius event for the first time in China. The idea has clearly evolved, the project now extending to other cities and having expanded in scope. Paris, where Moncler has staged various catwalk shows in recent years, will not be one of them, the label now focusing on its main markets, with Asia to the fore.

Alicia Keys will therefore make an appearance at Milan Fashion Week on September 25, at a venue that is still undisclosed, where she will sing and entertain live, hosting other special guests, like singer Victoria Song live from Shanghai.

“[A] global audience will be guided through New York, Milan, Shanghai, Tokyo and Seoul to discover and explore the concepts that have inspired the Moncler Genius designers, spanning a variety of fields including art, film, music and extreme sports,” said Moncler in the press release.

This season’s 11 designers are JW Anderson, Veronica Leoni, Sergio Zambon, Sandro Mandrino, Craig Green, 1017 Alyx 9sm and Frgmt Hiroshi Fujiwara, who were already featured in 2020, with the addition of Hyke, Palm Angels, DingYun Zhang and Gentle Monster.

The event will be broadcast live on mondogenius.moncler.com and on various social media platforms, including Instagram, Facebook, TikTok, YouTube, LinkedIn, Twitter, WeChat, WeiBo and Douyin. It will also be available on the sites of e-tailers associated with Moncler, and on those of the label’s media partners.

“In these ever-evolving times, I truly believe in the power of connecting communities around the world through shared experiences. The greatest inspirations I had in my life came directly from people and at Moncler we know that, the more we inspire people, the more they inspire us,” said Moncler Chairman and CEO Remo Ruffini.

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