



Moncler's Weather

Marking the retail debut of the Genius collection created with Edward Enninful, Moncler is taking over the windows at Saks in New York during the city's fashion week.

Echoing the Moncler x EE72 collection's ad campaign shot by Tyler Mitchell and starring Adut Akech, seven windows on Fifth Avenue and 50th Street recreate the surreal, sand- and snow-filled mountain landscape that served as the backdrop for imagery.

Three of the department store's windows are swathed in golden dunes, three feature snow-capped peaks, while the central window combines both elements.

An immersive installation, the window display was unveiled with live models dressed in key items from the Moncler Genius collection with Enninful walking and interacting with the video panels depicting the mountain environment.

On Friday, Enninful — an editor, stylist and cultural contributor — is to throw a party in New York City to celebrate his latest venture, media and entertainment company EE72, which, as reported, includes a quarterly print publication and digital platform titled 72 Magazine, debuting its first cover fronted by Julia Roberts this week.

The Moncler x EE72 was first unveiled in Shanghai last year as part of the Moncler City of Genius spectacle.

Inspired by extreme weather conditions, the collection comprises items for a range of odversities, from the

windstorm-appropriate trenchcoat and sculptural hooded cape intended for sandstorms to the layering-rich snowstorm-ready set that includes a knit turtleneck, cardigan dress and oversize merino wool jacket. The collection comprises apparel and accessories.

— MARTINO CARRERA