Moncler celebrates winter and human connections in AW21 campaign

By Sandra Halliday - October 15, 2021

Moncler is on a roll at the moment and with winter approaching and the world opening up for travel again, it has launched a campaign to capitalise on pent-up demand for its upscale outdoor clothing.

The We Love Winter campaign (featuring the distinctive Moncler logo as the letter ‘o’ in the word ‘Love’) is a testament to the season that it says has been its lifeblood since 1952.

It’s “a powerful message of togetherness in a time when we all value closeness and human connection more than ever”, it explained.
Shot by New York-based Australian photographer and director Chris Colls and exhibited in capital cities across the world this winter, the campaign "celebrates a triumph over distance, embracing multiple voices whilst reuniting family and friends in the Moncler spirit of creativity and collaboration. Capturing the candid warmth of family portraiture, our vision gathers an international cast of talented creatives to celebrate this special time with a message of unwavering optimism".

In the campaign, friends and family from all walks of life "are united in a series of cinematic vignettes that capture the genuine intimacy of human connection". The stars of the campaign include American actresses Robin Wright and daughter Dylan Penn; French music artist Lala &ce and her mother Noëlle; Japanese race car aficionado and alpine resident Mai Ikuzawa and her sons Arto and Milo; French 'flextro' dancer Bats aka Mamadou Bathily; and models Mao Xiaoqing and Mika Schneider.

It's been shot in “soft black and white with a wash of vivid red” to “strip things back to the Moncler essentials”.

Colls said he “was excited about the idea of closeness and intimacy. I love trying to find that dimension that only photography can capture. You don’t see blurred motion and the texture of an image in real life, it’s only in the still — that split second of reality that your eye cannot register”.

The product featured in the imagery includes Moncler Men’s, Women’s and Children’s collections and the We Love Winter slogan appears as cursive handwriting alongside in physical and digital activations across the globe.

It all launched on Friday in outdoor displays, print and digital media and on social media via the hashtag #WeLoveWinter.

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