Moncler launches Fortnite in-game collaboration

By Sandra Halliday  -  24 November 2021

Moncler has become the latest fashion name to forge a gaming partnership via a new collaboration with the hugely successful Fortnite franchise.

Moncler clothes and accessories have this week launched on Fortnite’s Item Shop, inspired by the new 6 Moncler 1017 Alyx 9SM collection designed by Matthew Williams.

The company said the Moncler skins for Fortnite “celebrate the contrast between light and dark, the core theme of the collection” and have been released to coincide with the longest lunar eclipse of the century.

Players can swap between new dark and light Styles, or choose a new reactive Style that changes each look from light to dark as players’ altitude gets higher. As player altitude gets lower, each outfit transitions from dark back to light.

Williams said: “It’s been very interesting working with with the team at Epic and Moncler. Digital materials do not follow the rules of the physical world, allowing us to to be more creative with these new in-game reactive outfits, they transition from light to dark depending on the altitude of the player inside the game. As Moncler was born in the mountains, the new styles in Fortnite authentically honour that heritage.”

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