Moncler Grenoble launches winter capsule, Victoria Song fronts campaign

By Sandra Halliday - January 6, 2022

Moncler Grenoble has launched a new winter capsule collection with Chinese actress and singer Victoria Song fronting the accompanying campaign for the line.

Given that Moncler has also teamed up with Chinese art toy brand Pop Mart to create a limited-edition doll in conjunction with the launch, Song’s involvement further reinforces the overriding importance of the Chinese consumer for European luxury brands.

The Mega Collection 1000% Space Molly x Moncler doll will come in various iterations and will be a key focus of the launch, featured in the windows of a number of the luxe outerwear specialist's boutiques in China.

The collection itself comes in a colour palette of black and white brightened by vibrant colour pops.

The company said that “featherlight insulation meets a contemporary aesthetic” with “versatile, gender-neutral layering options”.

The star piece of the collection is the Mazod jacket snowcap-white and black technical nylon. Mid-layer options – which it said are “geared towards ultimate microclimate modulation” – include a teddy-bear fleece, with a plush hood; “snuggly” lined nylon laqué trackpants with athletic details such as “technicolor go-faster side-stripes”; long-sleeved tops and bold T-shirts; and a pullover sweat with a thermo-fibre fleece-lined hood. There are also beanies and pompom hats, plus a trapper hat.

The collection has launched worldwide this week exclusively on Moncler.com and Mytheresa.com as well as in a number of the brand’s boutiques in China.

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