

## *Italy's Moncler launches Willow Smith's debut ready-to-wear collection*



*Fibre2Fashion | 25/11/2024 12:32 PM*

- Moncler has launched Willow Smith's debut ready-to-wear collection, blending sophistication and edge with a futuristic, functional fantasy wardrobe.*
- Inspired by contrasts, rebirth, and new beginnings, Smith's collection combines outdoor exploration with urban elegance.*
- Smith also re-imagines Moncler's signature elements, adding her personal touch with a new logo.*

*Moncler has launched Willow Smith's debut ready-to-wear collection, which seamlessly blends contrasting elements with elegance. The collection presents a unique mix of sophistication and edge, showcasing her creative vision for the collaboration.*

*The debut fashion collection by musician, actress, author and creative Willow Smith proposes a futuristic yet functional fantasy wardrobe, founded on the designer's personal style and a vision for new beginnings.*

*"Bringing juxtaposing ideas together excites me, and I wanted to explore that in this collection," said Smith.*

*Smith's magnetic energy is captured in a series of imagery that explores the collection's core themes: colliding contrasts, rebirth and renewal, yin and yang, fresh starts – informed by Moncler's mountain origins and affinity for the outdoors. Smith's creativity powers every aspect of the collection's accompanying videos and images: as well as driving the concept, she models her designs, narrates a short film, and provides the soundtrack. Shot predominantly in black and white, echoing the collection's monochrome palette, her dramatic sculptural pieces come to life in dynamic poses, enhanced by stylised graphic lighting, the company said in a press release.*

*Multifunctionality is the key for a wardrobe made to keep pace with lifestyles that pendulum from outdoor explorations to inner city elegance, appreciating the beauty in both. "I'm incredibly passionate about the outdoors and exploring this magnificent earth. I imagine these clothes effortlessly transitioning from night time camping to high-fashion evening wear," said Smith.*

*In the true spirit of co-creation, Smith pulls the multifaceted world of Moncler into her deeply personal creative orbit, re-imagining house signatures to put forth something new. An exclusive logo and monogram play with an inverted 'W' and Moncler 'M'. Silver ring motifs and circular accents recall Willow's signature piercings - appearing on hardware, as oversized features on tees and hoodies, or threaded onto logo patches.*

Reach out to us at [PR Desk](#)

Read more on our Partner sites: [Growth Reports Business](#) | [The Progress Catalyst](#)

Get rewarded for your reading habits on the [Dais World app!](#)