



MONCLER



The Moncler brand was born in 1952 in Monestier-de-Clermont, a small village in the mountains near Grenoble, with a focus on sports clothing for the mountain.



Connecting with the mountains is our reason for being, and our inspiration: Arc'teryx



Gorpcore

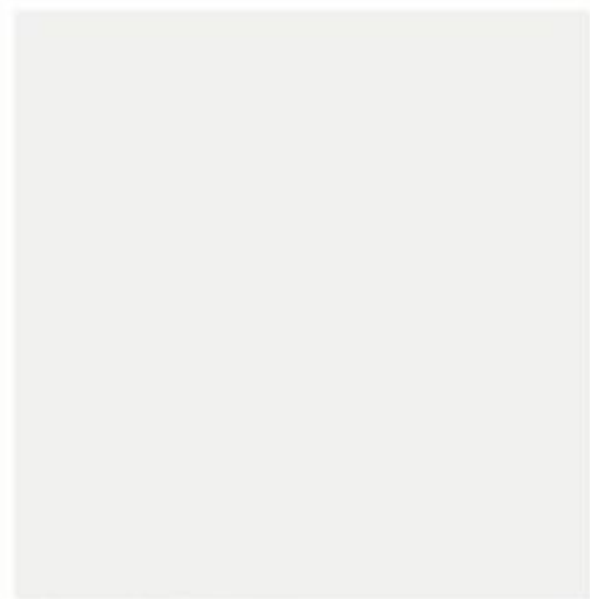
Named after the colloquial term for trail mix (“Good Ol’ Raisins and Peanuts”)—is a style focused around wearing utilitarian, functional, outdoors-inspired gear.

Ester

She goes outside when it's cold and prefers to look fashionable doing it. She is willing to invest in quality pieces that have utility. Right now it feels like she has to choose between fashionable or functional.



PANTONE
Provence 16-
4032 TCX



PANTONE
11-C601 TPX
Bright White



Inspiration

Create utilitarian pieces that keep people warm and stylish. Capture the essence of high end designer fashion without losing the functionality of tech wear.



Mood Board for MONCLER ARCTERYX by Ethan Lê





3-layer laminates which have a face fabric with durable water repellent (DWR), a polymer membrane, and a backer accompanied by waterproof zippers used for MONCLER ARCTERYX



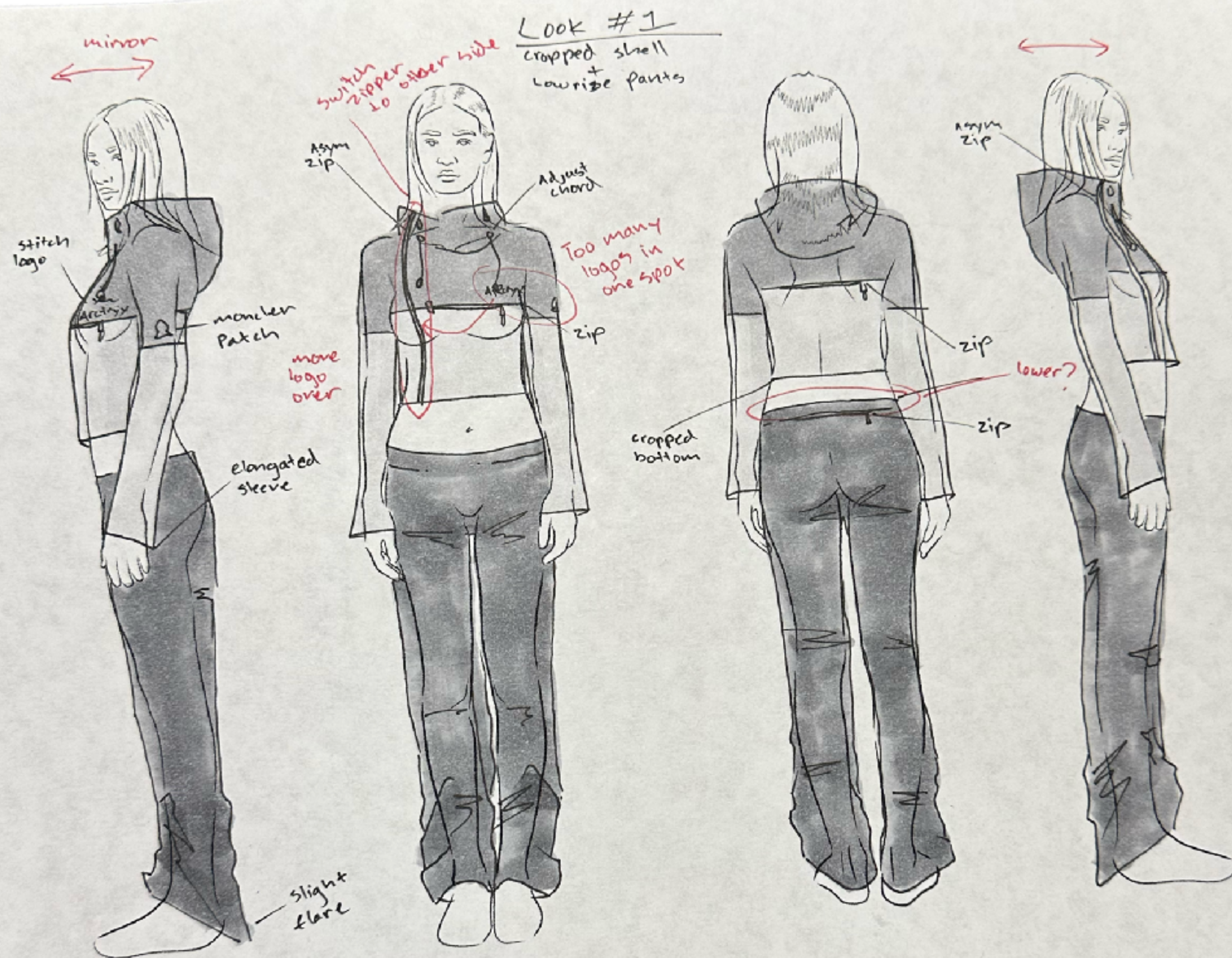
Down thermal insulator and padding used for MONCLER ARCTERYX



Nylon, Rayon, Spandex twill blend for MONCLER ARCTERYX

Process Sketches

For my process, I wanted to try sketching by hand. These croquis were hand drawn with black text for callouts. Once the sketches were finished, a red pen was used to indicate alterations for the final lineup. After the editing process, the sketches were stamped in the bottom righthand corner with my hanko to indicate the design was finished.

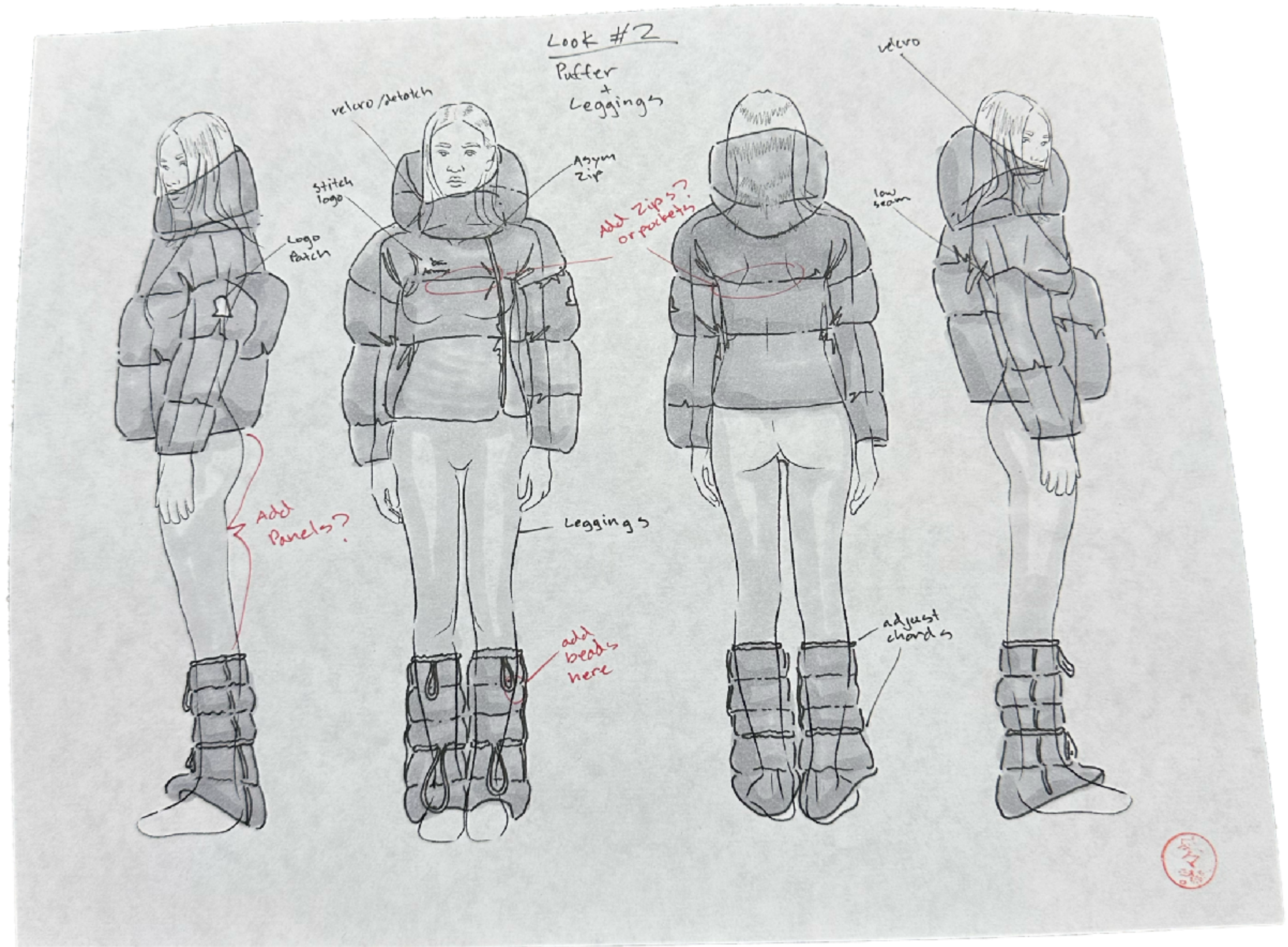


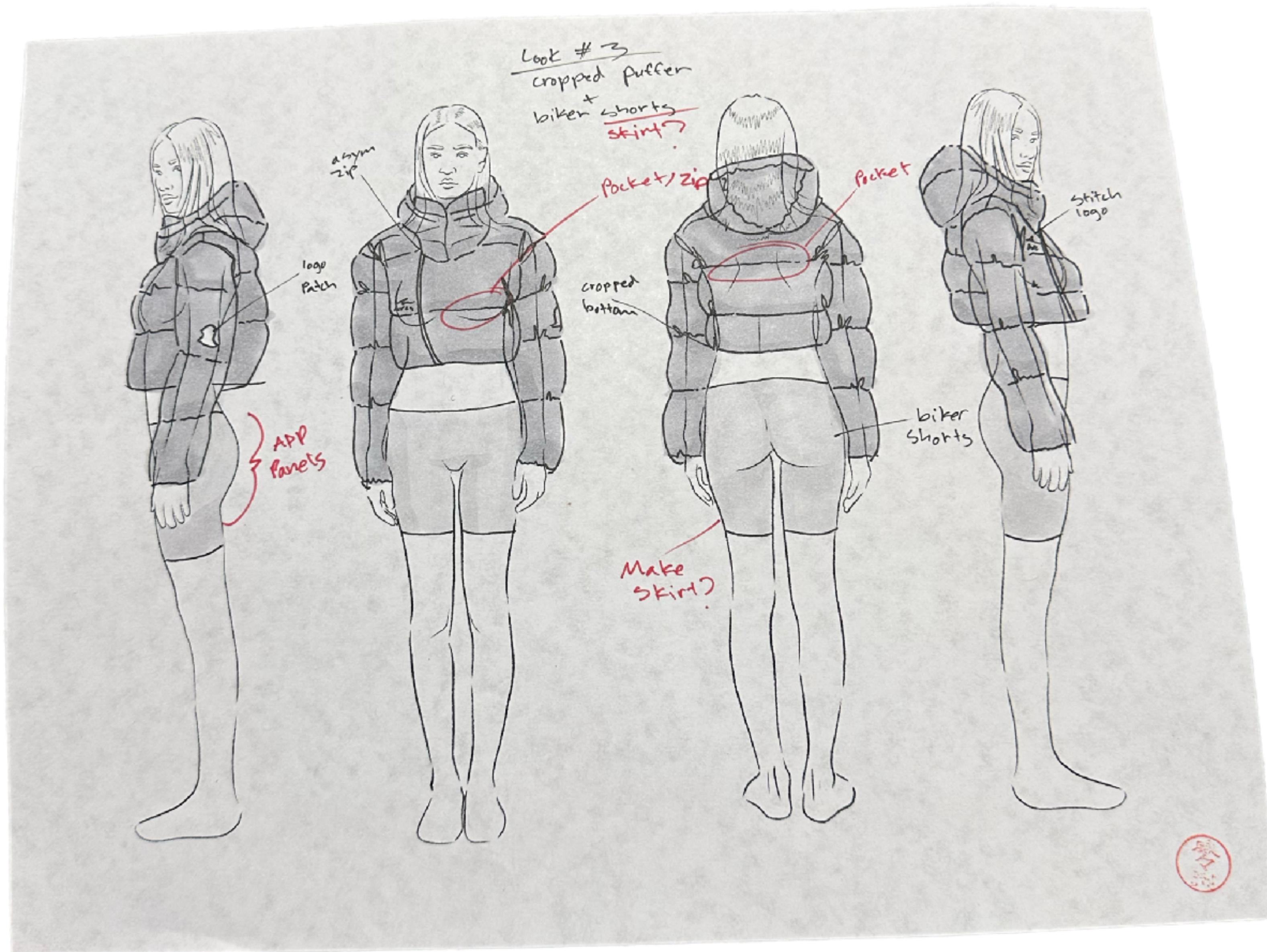
Design with purpose

As seen in the mood board, the asymmetrical zip is inspired by fencing uniforms and allows for a larger front pocket.

Design with purpose

Enlarged zipper pulls allow for access to pockets when wearing gloves or mittens.



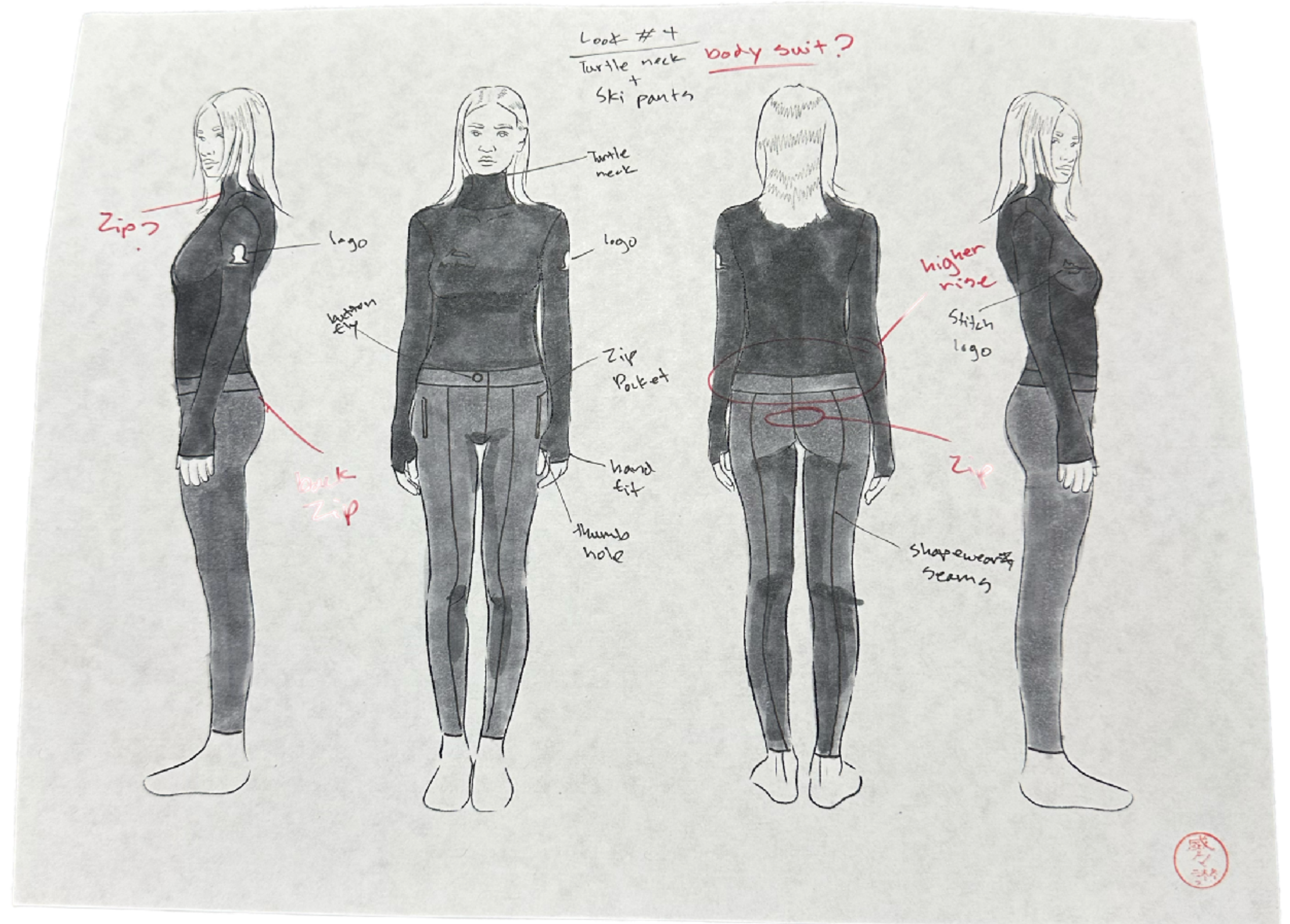


Design with purpose

Some of the tops in this line are cropped. This decision allows for more torso movement and a more modern look. These pieces are designed to accentuate the wearer's waist and compliment layered pieces.

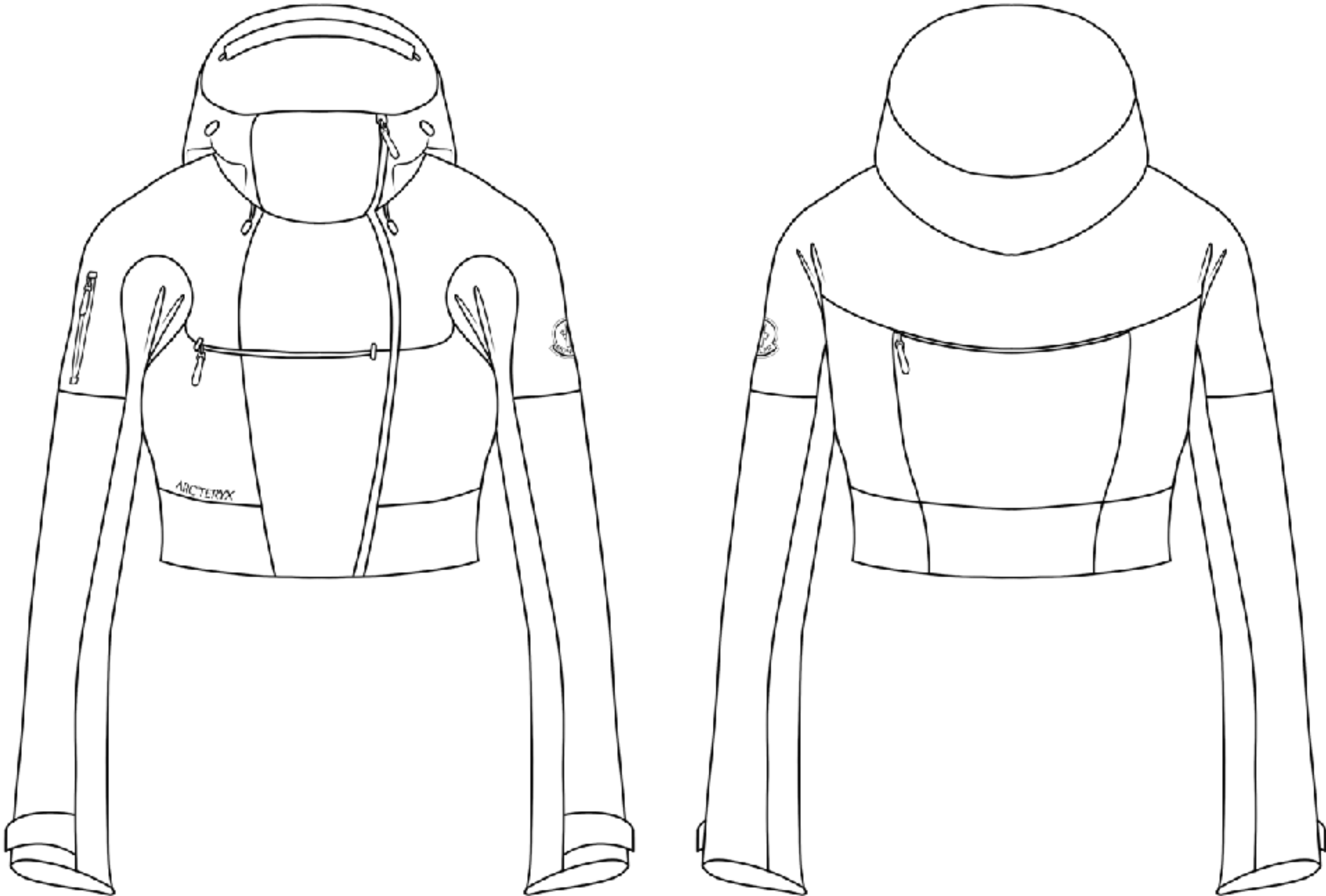
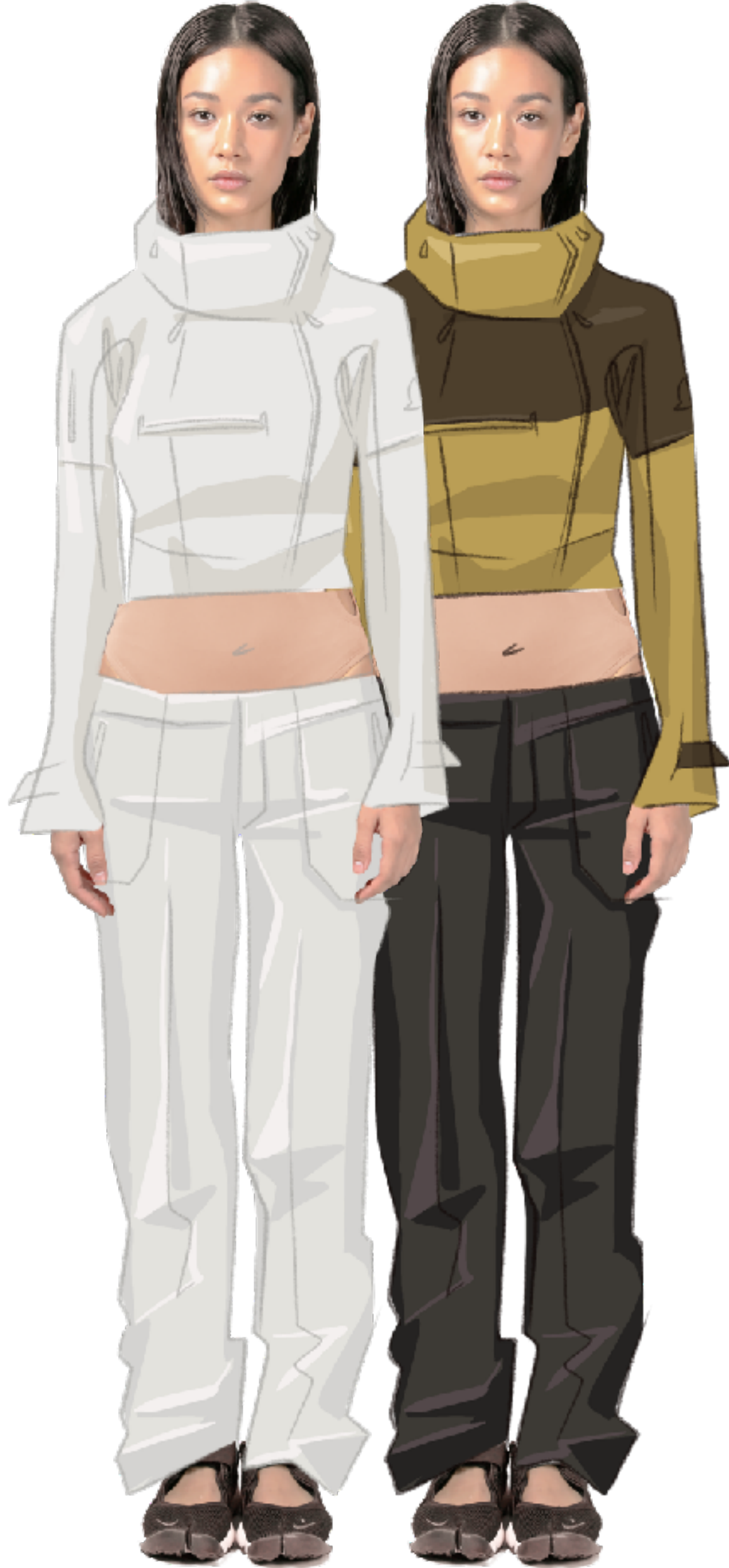
Design with purpose

Pockets were added in the backs of garments for items such as AirPods to prevent accidental loss when accessing commonly used items.

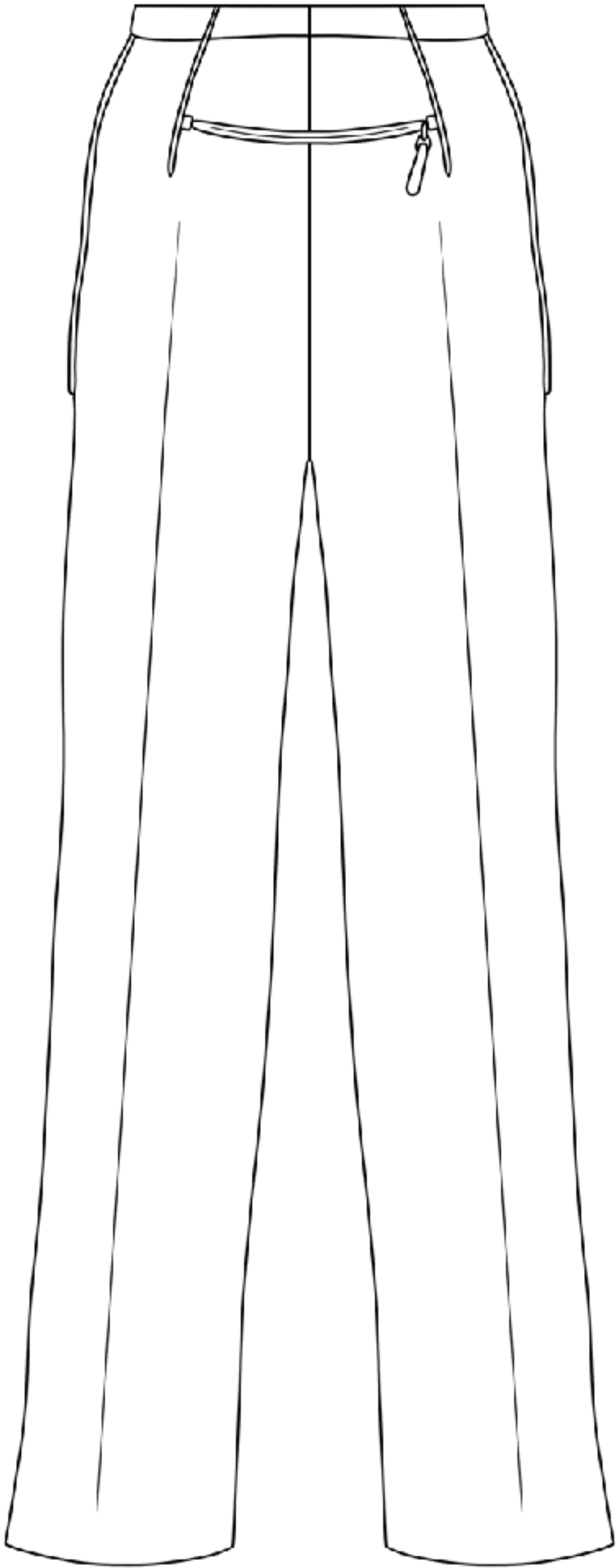
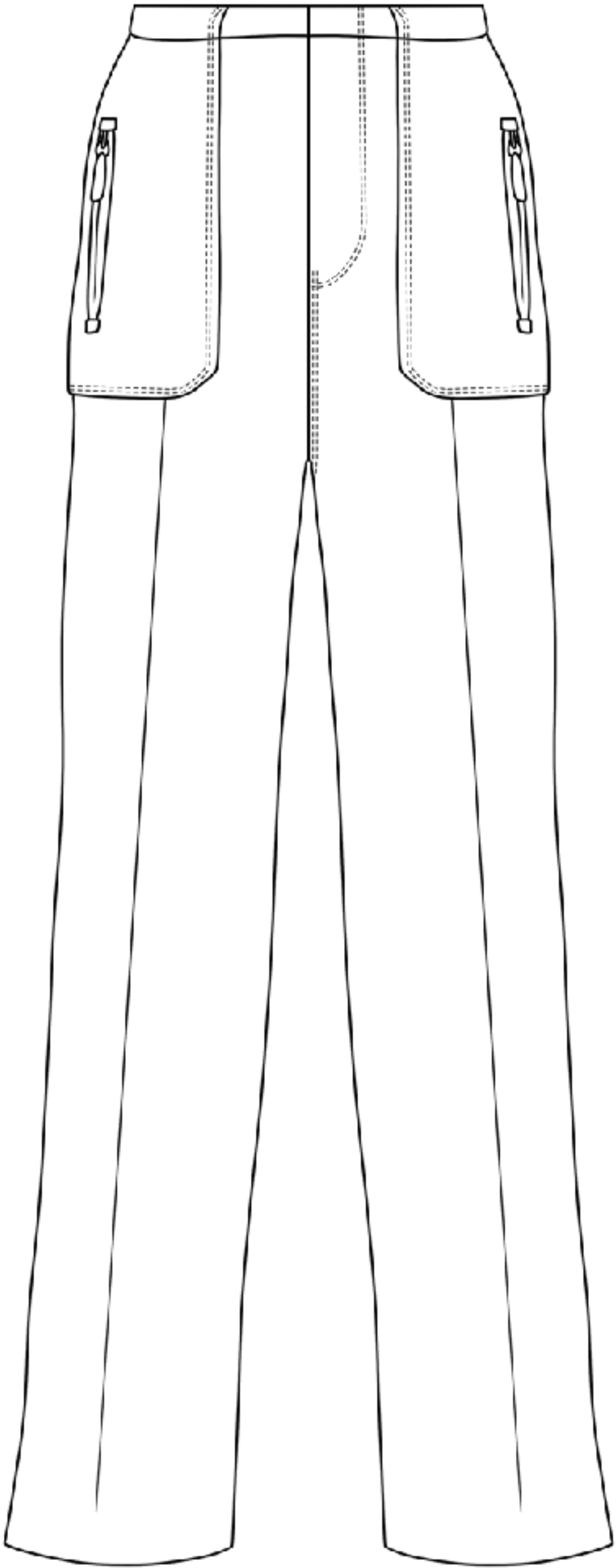
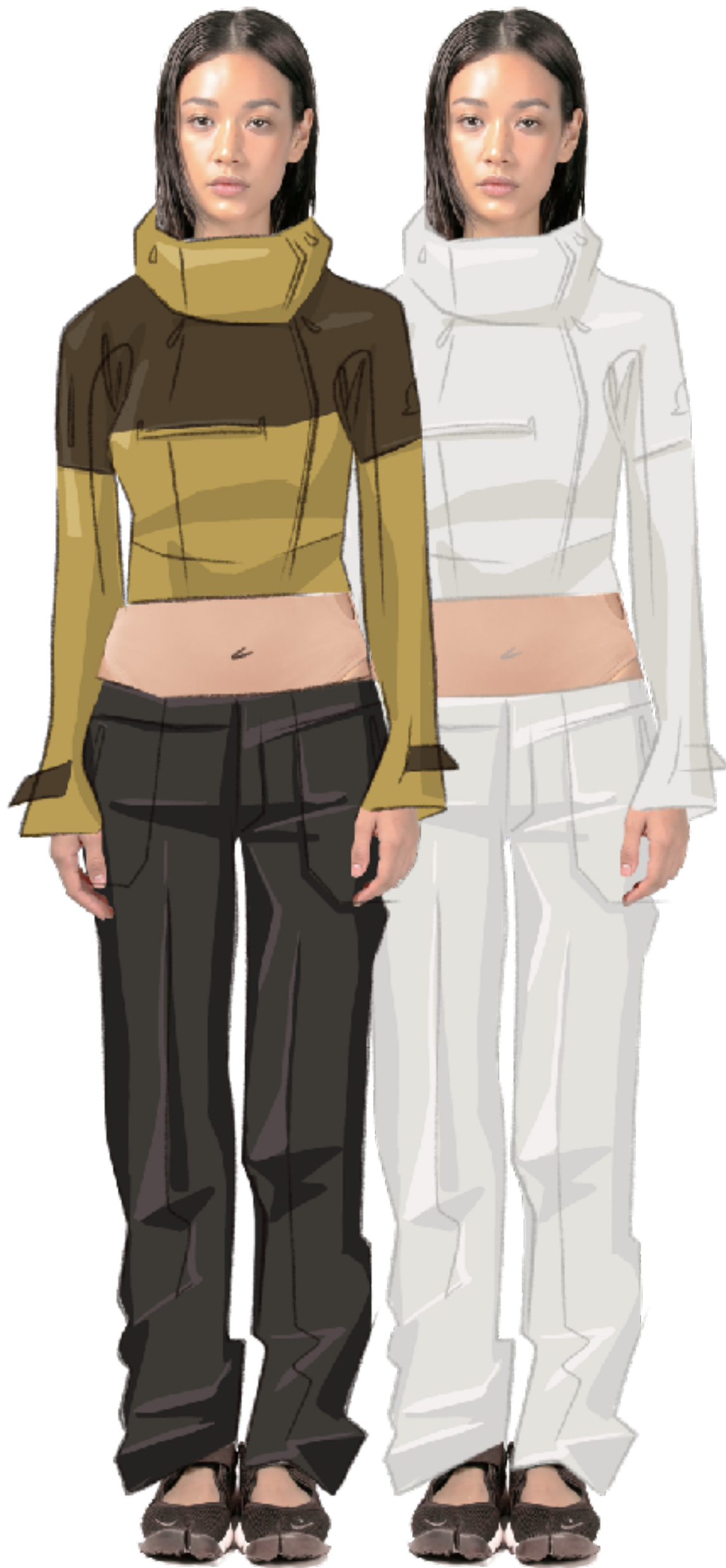




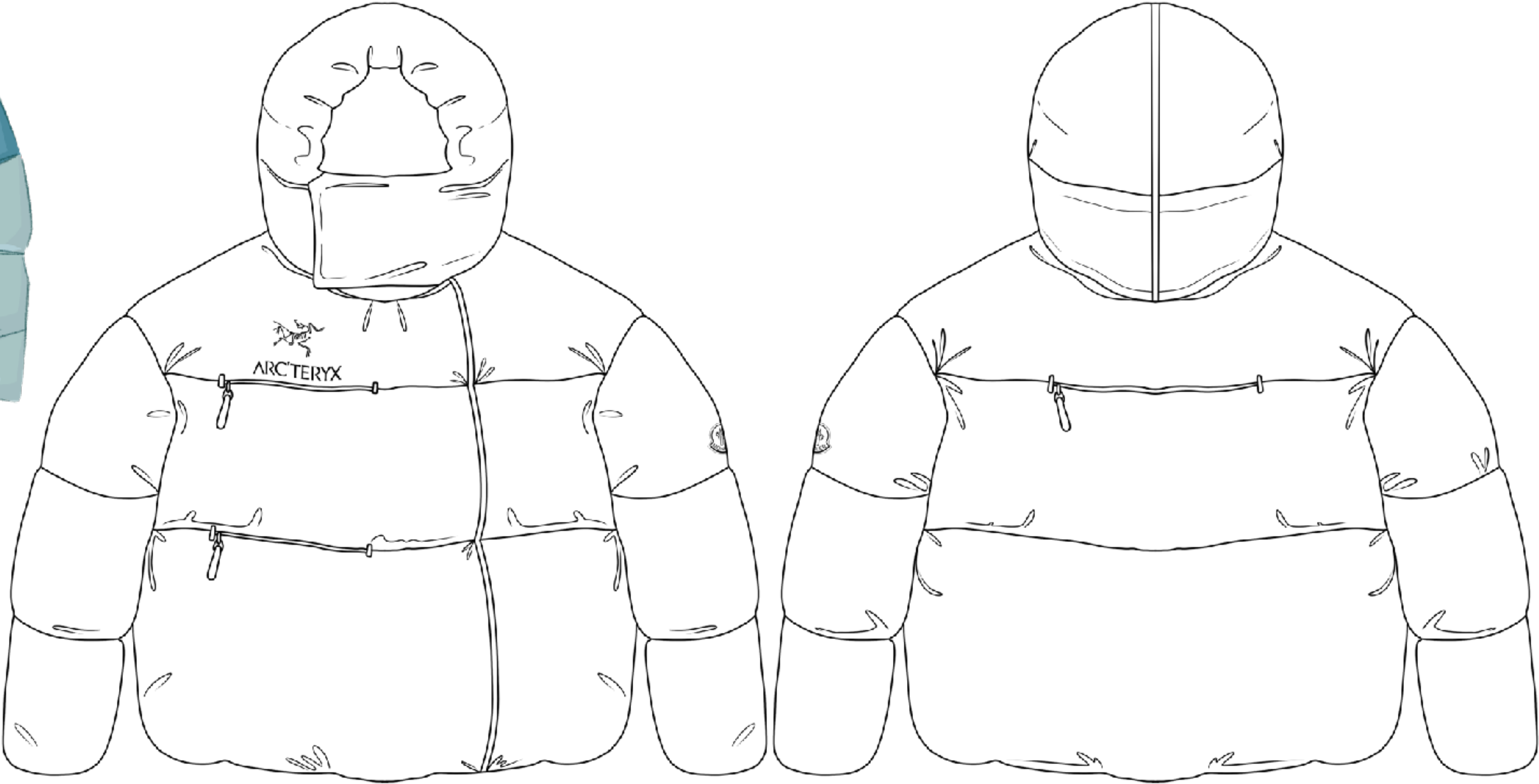




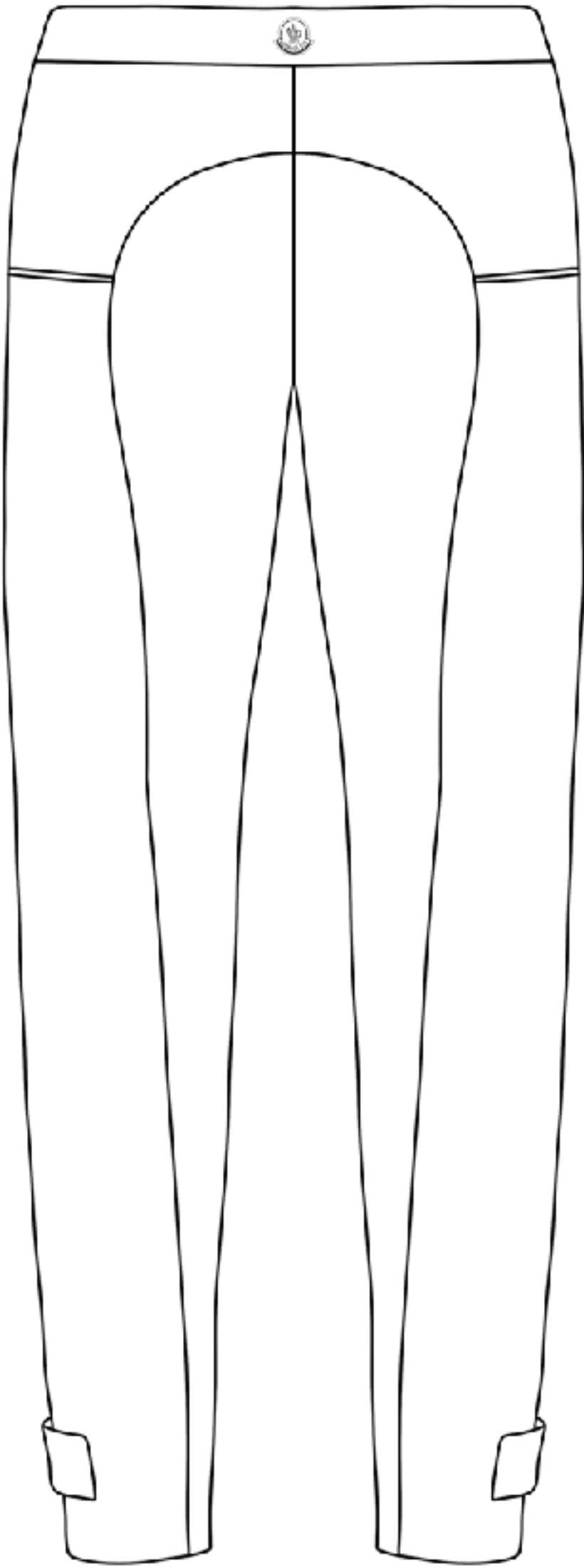
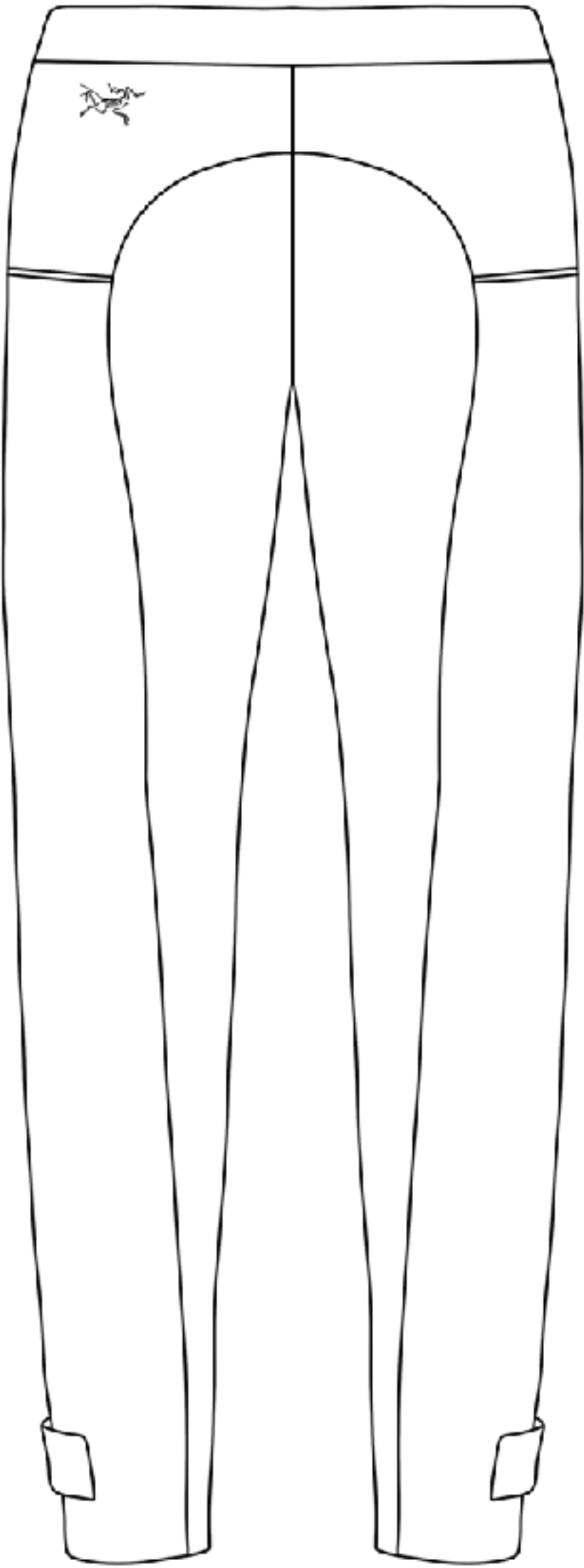
Materials Nylon 73%, Rayon 23%, Spandex 6%, twill blend



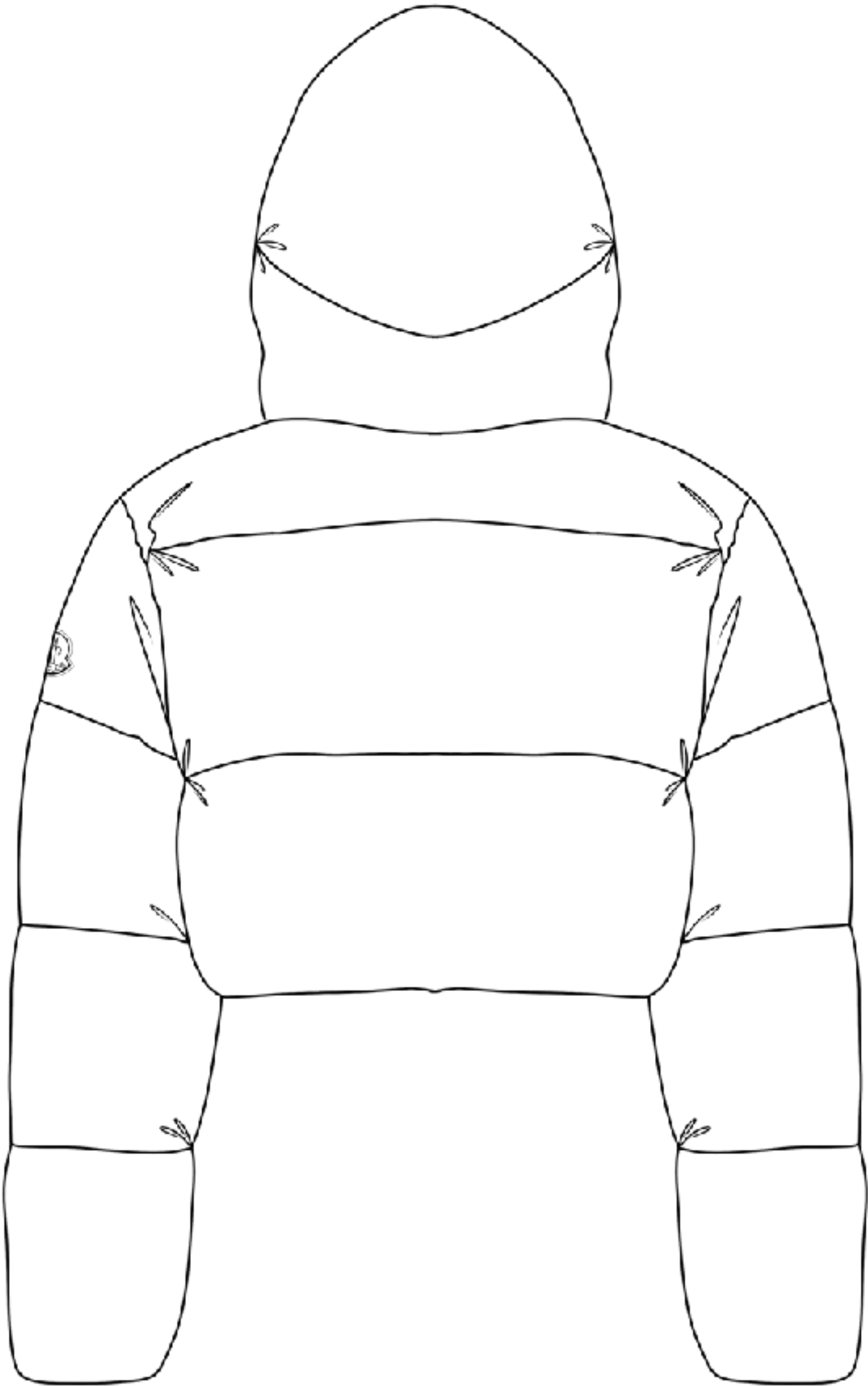
Technical Flat of look 1 for MONCLER ARCTERYX by Ethan Lê



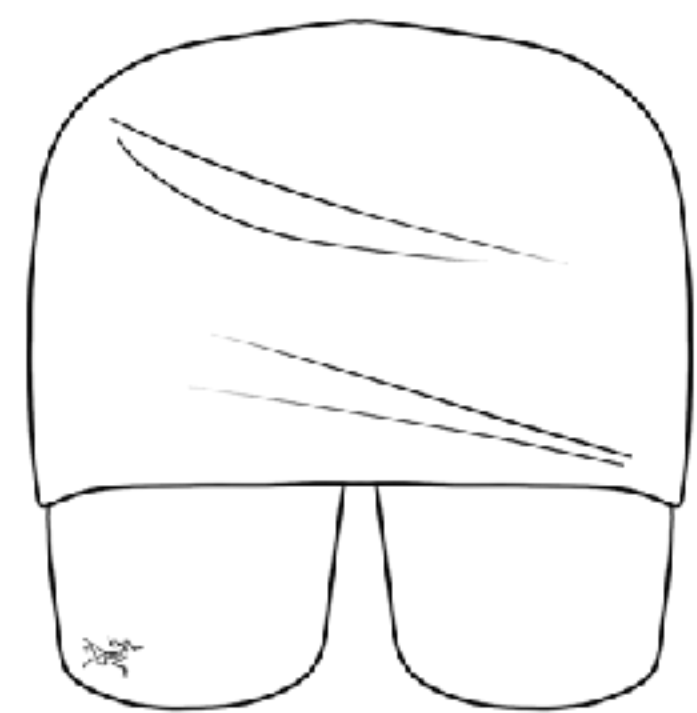
Materials Nylon 73%, Rayon 23%, Spandex 6%, twill blend



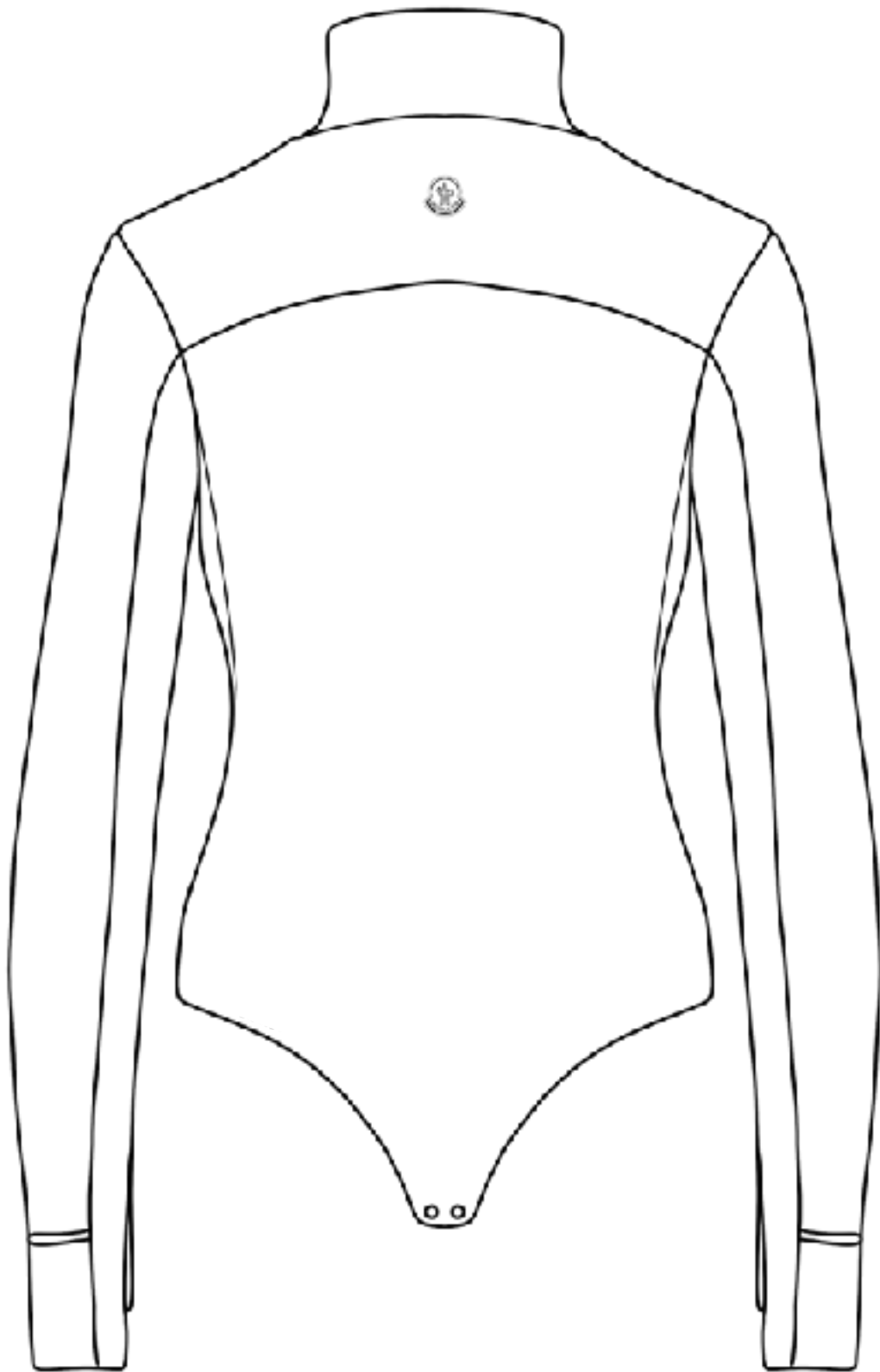
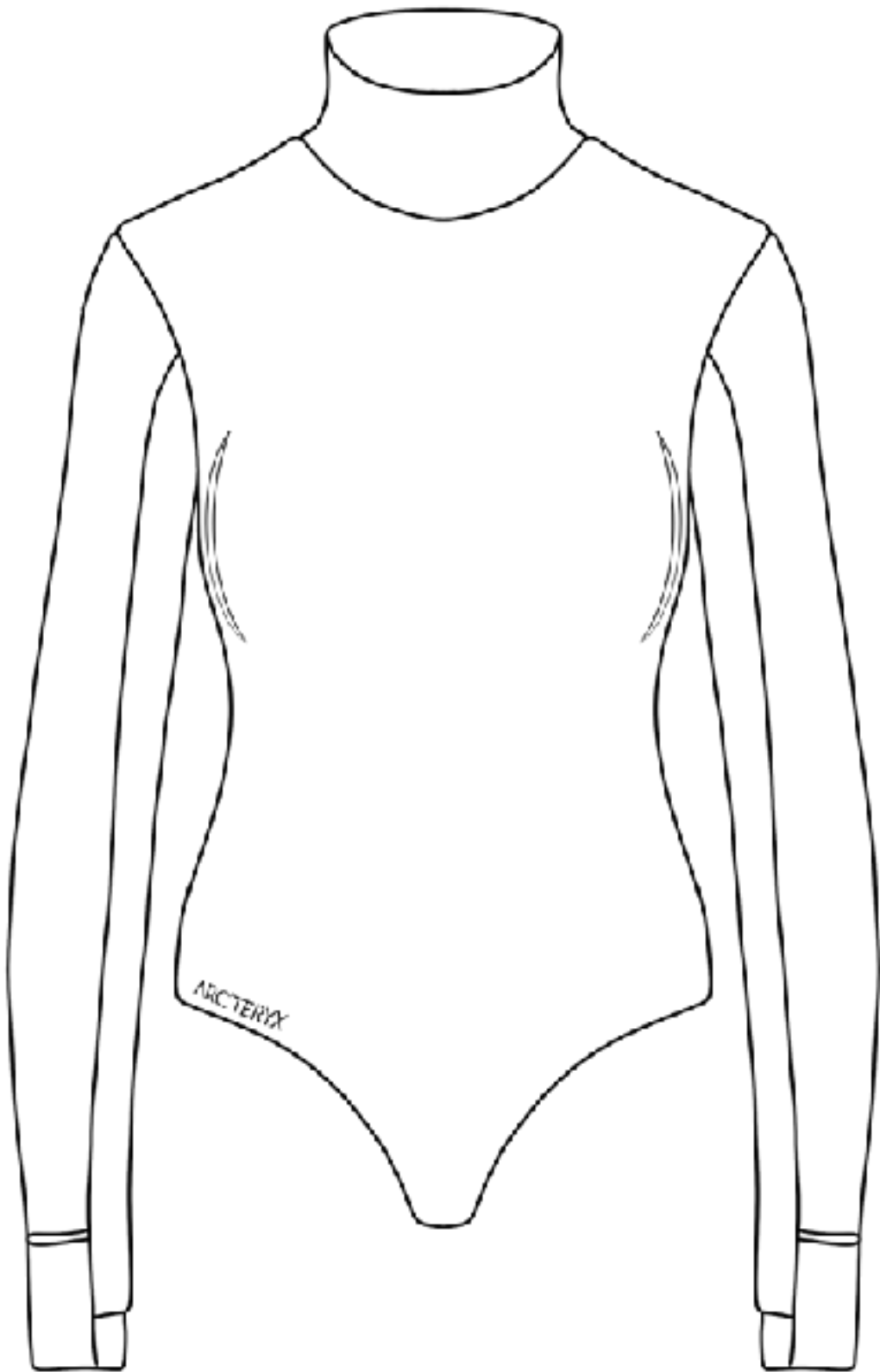
Materials Down, N100d Most Rugged 3L GORE-TEX PRO - bluesign Approved Material



Materials Nylon 73%, Rayon 23%, Spandex 6%, twill blend



Materials Nylon 73%, Rayon 23%, Spandex 6%, twill blend



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