



MONCLER PRESENTS 
MONDOGENIUS

1 SHOW

#MONDOGENIUS 2021: Interactive Livestream Experience

Synopsis

In a time of travel restrictions, we created an interactive livestream and bespoke digital platform which allowed users around the world to immerse themselves in Moncler's #MONDOGENIUS world. No matter where fans were located, the interactive WebGL-based immersive experience enabled them to explore digitally every detail of each collection and experience unparalleled real-life performances spanning five fashion capitals across the globe. Further elevating the experience, viewers could have rich and immersive real-time interactions with the show as well as each other through our unique LiveXP tool, while custom-made broadcast assets, emojis and gamified interactions turned the audience into participants.



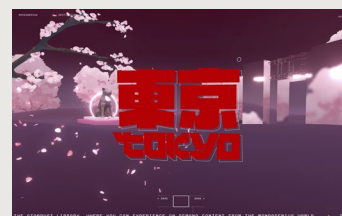
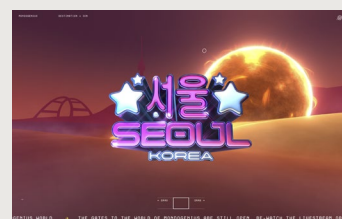
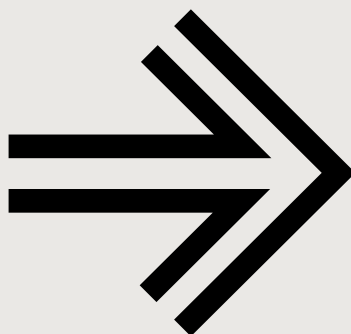


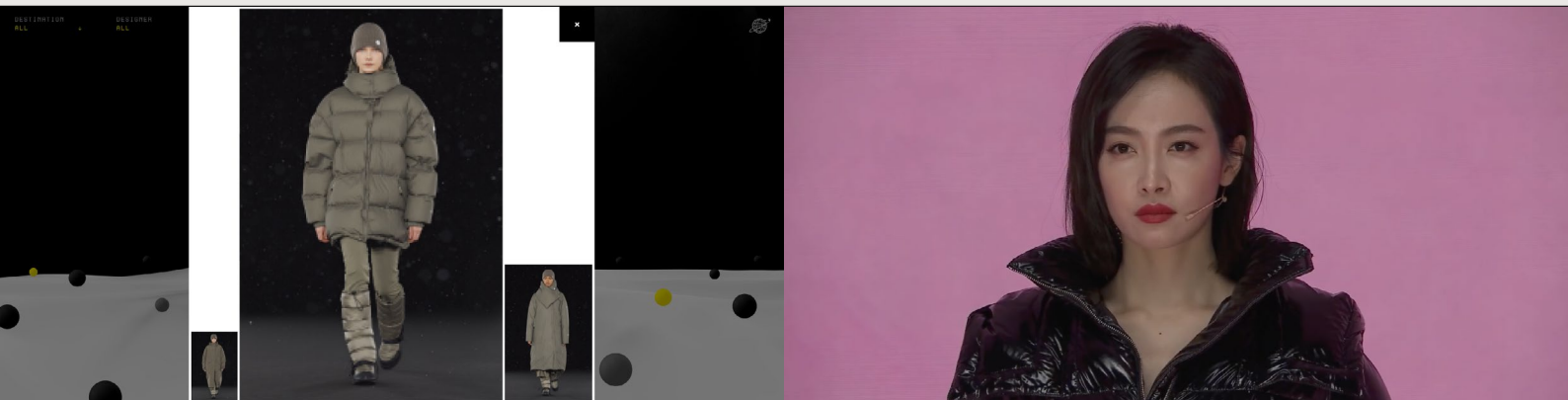
Judging Information

As Moncler's interactive broadcast partner, we were tasked to create a digital hub to showcase the ingenuity of the designers through collaboration and connectivity within an authentic virtual venue. Given the travel restrictions, the event needed to bridge physical and digital experiences by visually and stylistically representing five global cities, turning the show into a unique immersive destination for fashionistas worldwide.

Further, our objectives included sparking curiosity to stimulate people to join the event on Moncler's bespoke microsite; empowering and galvanising attendees by providing them with tools to comment, connect and interact; generating buzz to sustain traffic to Moncler's main platform; and ensuring that the MONDOGENIUS digital world was aligned with and true to real-world activations taking place in each of the five fashion capitals.

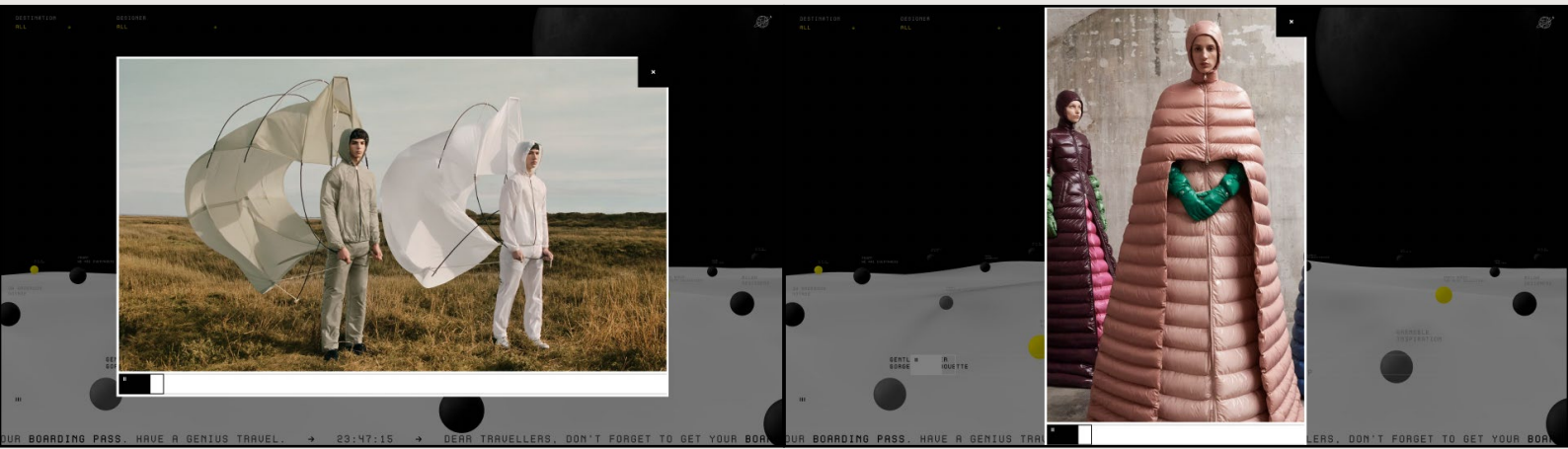
While organising a global fashion show during the pandemic doesn't come without challenges, we chose to turn these into chances and craft a completely unique and bespoke virtual world for Moncler. We created a multidimensional live stream experience, which led connoisseurs through five leading fashion capitals across the globe. Using 3D modeling and 2D animation, we rendered each city in its own unique story and visual language. To shine a spotlight on the 11 Genius Designers at each destination, we incorporated elements to showcase the unique vision that defined their collections. Throughout the event, the hosts—Alicia Keys and Victoria Song—made the audience as much part of the show as the fashion presentations. Leveraging the interactive features of YouTube Live, they turned the audience into participants with interactive mini-games, live polls and emoji triggers.



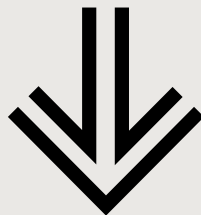


Moncler Genius is transforming the concept of modern luxury by embracing a more inclusive and youthful approach to materializing disruptive collaborative formats, thereby aligning the brand with its hyperconnected consumers and their everincreasing engagement with the fashion industry today. We were tasked to design, develop, deploy and manage digital solutions to enhance the audience's experience of Moncler's 2021 #MONDOGENIUS show. Our goal was to build a bespoke platform to provide an authentic immersive experience that both amplified the brand's DNA and highlighted the Genius Designers and the inspiration behind their collections. Inclusivity was at the core of our strategy, as Moncler emphasised that "the physical experience includes online participation and active interaction, and must be accessible to everybody." This digital experience added a completely new dimension to the concept of a fashion show, as we ensured that the #MONDOGENIUS universe was accessible to all—regardless of where people were situated in the world.





From initial briefing to delivery, the whole process took six weeks. We started with a discovery phase which included creative conceptualisation of the overall experience, defining the mechanics of user participation, designing each location's visual language, and determining our technical approach for development. As we progressed towards actual production, we did frequent briefings to constantly review potential risks and discuss other specific needs from the client. We designed and engineered a bespoke digital platform to showcase the live event broadcast, including exciting performances and other unique experiences. Using 3D modeling of assets and 2D animation, we rendered each city in its own unique story and visual language, incorporating a variety of cultural elements that inspired the designers' work. Much like the MONDOGENIUS concept, we valued the collaborative side of the project partnership—which is a key reason why we were able to successfully hit our milestones and global objectives.



The key results are as follows:

299M views across all platforms
70M in China alone
283M live audience views
3.9M micro-site visits
510M all-video views

