

FOR IMMEDIATE RELEASE
Friday, September 4, 2020



Episode Eight Launches Today

Meet Moncler Genius Sergio Zambon and His Los Angeles Collaborators

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Looks from 2 Moncler 1952 menswear collection, courtesy Moncler.

Beverly Hills, CA – The first season of Rodeo Drive–The Podcast concludes with its eighth episode spotlighting luxury, fashion brand Moncler. In *Meet Moncler Genius Sergio Zambon and His Los Angeles Collaborators*, host **Bronwyn Cosgrave** talks to designer **Sergio Zambon** about creating Moncler Genius’s new 2 Moncler 1952 menswear collection inspired by Los Angeles, and scheduled to launch worldwide on September 10, 2020.

Reinforcing Moncler Genius’s message “One House, Different Voices”, Zambon has changed the game in collaborations by partnering with a city — Los Angeles, tapping four edgy LA

creatives: fine streetwear jewelry brand AD.iii, actor and musician Balthazar Getty, fashion brand Libertine, and prestige sneaker brand Undefeated. In this episode, Zambon discusses this unusual mash-up and the cross-cultural blend of Moncler's classic quilting with LA, and why the city is a cultural reference, a magnet for designers and how it beats to its own drum. "It's the city that lately changed from being an American big city to a world city. We're not just talking about new buildings or new projects, it has really changed in a cultural way," states Zambon.

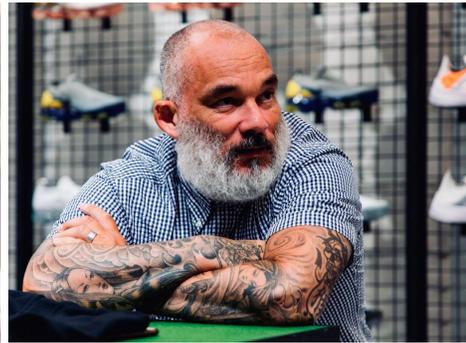
Booth Moore, Women's Wear Daily's Executive Editor, West Coast shares her take on the collection and on capitalizing on the craze for collaboration. "Two brands are better than one these days", she says, adding "...what Moncler has done is taken a heritage sport product and brought it into the future." From the snow-capped mountains of the French Alps to the sunny mountains of LA, Moncler has kept its identity while adapting its traditional skiwear to the city.

James Bond, co-founder of Undefeated and AD.iii's **Aaron Thompson** discuss melding their visions with Moncler. Bond describes his inspiration for the collaboration including vintage 1950s and 1960s graphics and colors, and highlights the benefits of collaborative culture. Jewelry designer Aaron Thompson tells listeners about AD.iii's ball chain necklace draped over Moncler's iconic puffer jackets, reminisces about the excitement of travelling to Milan for the collection presentation, and recounts his first experience on Rodeo Drive.



Looks from 2 Moncler 1952 menswear collection, courtesy Moncler.

As Season One draws to a close, Vice President of the Rodeo Drive Committee **Kathy Gohari** and Cosgrave reflect on an inaugural series that has witnessed an unprecedented moment in our history – a global pandemic, continuing protests for social and racial justice, which began in the wake of George Floyd's death, and has spurred, for Rodeo Drive and its merchants and businesses, new ideas, hopes and visions for the future of fashion, retail and the street.



Top to bottom, left to right: Portraits of Sergio Zambon, Moncler Genius Designer, courtesy Moncler; Self portrait of AD.iii's Aaron Thompson; Booth Moore, Women's Wear Daily's West Coast Executive Editor, photo by Kirk McKoy; James Bond, co-founder of Undefeated.

Rodeo Drive began as little more than a bridle path. Pioneering designers, hoteliers and entrepreneurs transformed it into a rival to New York's Fifth Avenue - with sun, palm trees and Hollywood sizzle. Hosted by fashion author and broadcaster Bronwyn Cosgrave, *Rodeo Drive-The Podcast* takes listeners behind the scenes with international luminaries, retailers and chroniclers capturing the creativity, showmanship and glamour of those who made the inimitable Rodeo Drive, and those, in today's complex climate, who are charting its future and making change.

Rodeo Drive-The Podcast connects listeners around the world with up to date stories about the past, present and future of the renowned three-block stretch in Beverly Hills.

Previous episodes of *Rodeo Drive-The Podcast* explore the legacy of Giorgio Beverly Hills, Academy Award-winning costume designer Ruth E. Carter's perspective on fashion and protest, Michael Chow's timeless design for Giorgio Armani, the rise of the House of Bijan, the art of window design by Simon Doonan and LVMH's Faye McLeod and Ansel Thompson, Rodeo

Drive's historic role in powering the red carpet as told by Alexandra Mandelkorn stylist to Janelle Monae for the 2020 Oscar's and Mary Fellowes who made Olivia Colman the queen of the 2019 red carpet, and the alluring and standout car culture on Rodeo Drive through conversations with Jay Leno of Jay Leno's Garage and Chief Creative Officer of Aston Martin Marek Reichman.

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Sergio Zambon

Sergio Zambon is a multitasker with an ability in adapting to every environment he creatively inhabits. Honing and fine-tuning an holistic, all-around approach, he has worked over the years for a variety of houses and brands, putting his skills of designer and communicator, his point of view and sense of harmony and balance at the service of the client. He twists and progresses brands on every respect, from product to storytelling, keeping an elegant signature. Fluidity and adaptability are qualities Sergio Zambon has nurtured since childhood, being brought up in a wandering, multicultural environment. Born in Egypt to an Italian father and a Croatian mother, he settled in Rome, where he completed fashion studies at Istituto Europeo di Design. He has worked for twelve years at Fendi, consulted extensively while nurturing a niche project in the form of his namesake womenswear label and acted as Acne Studios' head of menswear. Formerly the designer of Moncler Twist since 2015, Sergio Zambon is responsible for menswear at 2 Moncler 1952 since the inception of the project.

James Bond

James Bond is a pioneer in apparel and a true vanguard of sneaker culture. His UNDEFEATED brand helped usher the sneaker craze to the mainstream while maintaining the boutique feel that birthed the movement. Bond effortlessly melds East Coast style with a West Coast sensibility, creating something that is altogether original and undeniably his own. His imprint on the clothing world can be felt from high fashion to streetwear. Known equally for his business acumen as design skills, Bond has collaborated with some of the most exclusive companies in footwear, apparel, and the automotive industries. Projects with Converse, Puma, Adidas, and New Balance have established Bond as a preeminent creative mind in footwear and a legend among sneaker collectors. As the designer of David Beckham's ObyO line, Bond has achieved a level of visibility rare among his contemporaries.

Booth Moore

Booth Moore is an Executive Editor at Women's Wear Daily. Based in Los Angeles, she leads West Coast coverage at the business publication, and travels globally to cover fashion weeks. A longtime authority on L.A., she was the first fashion critic in Los Angeles Times' history and launched the digital style vertical at The Hollywood Reporter, where she was style and fashion news director. She has also contributed to a range of other publications including The New York Times, The Wall Street Journal, Town & Country, C Magazine and Conde Nast Traveler. She has authored three books, including "American Runway: 75 Years of Fashion and the Front Row."

Aaron Thompson

AD.iii was established in 2019 as an experimental fine jewelry project by designer Aaron Thompson. Evolving his aesthetic from nostalgic objects and his SoCal adolescence and the counterculture of the late 90s and early 2000s. Thompson's creative output draws a line of familiarity from iconoclastic objects and details of the era and turns them into pieces of fine and luxury jewelry. The pieces themselves have fast become 'it' pieces and have adorned some of the biggest names in the music and entertainment

industry from editorials to red carpet. The collection is currently sold exclusively at Maxfield in Los Angeles, California, and through custom collaborations with Moncler in Europe.

Podcast credits

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***Rodeo Drive - The Podcast* is presented by the Rodeo Drive Committee with the support of the City of Beverly Hills.**

The Rodeo Drive Committee

Founded in 1972, Rodeo Drive, Inc., also known as The Rodeo Drive Committee is a 501 C (6) non-profit organization, that provides a forum where its members—consisting of retailers, hoteliers, and landowners—can engage, share a dialogue, and help shape the present and future of the iconic, world-famous shopping destination.

For further information about *Rodeo Drive -The Podcast* contact:

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