

F L U X

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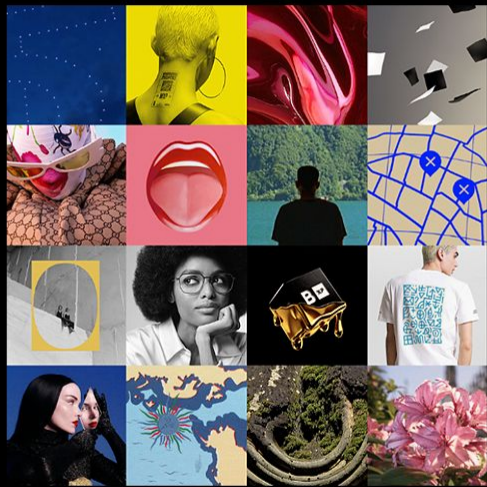
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X

4



ARC'TERYX
BALLY
BALMAIN BEAUTY
BOTTEGA VENETA
BURBERRY
COACH
CURIO
DOM PÉRIGNON
GUCCI
HUGO BOSS
LINDBERG
MONCLER
OFF-WHITE
TOMMY HILFIGER
ZEGNA

When we established the specialist fashion & luxury practice at Monks towards the end of 2020, the world was still in the throes of a global pandemic. Against this backdrop, only one thing was certain: that change would be the only constant. We could think of no better way to frame the agency's proposition for such an attuned, influential and upstream market vertical – and FLUX.Monks was born.

Our mission was to lead new creativity through the fluidity of cultural, commercial and technological change. We looked to embrace the creative possibilities of emergent technologies and cultural practice, use them to express something essential about the brands in our portfolio, and always with a view to driving competitive advantage.

Today's innovation is just another tool in the toolbox tomorrow. From day one, and for a category driven by artisanal craft, tactility and irrational desire, we believed that success would come from seamlessly interweaving the physical and digital realms – fusing a refined and elevated sensibility with innovative, but critical, thinking – and allowing ourselves to be guided not only by data, but instinct.

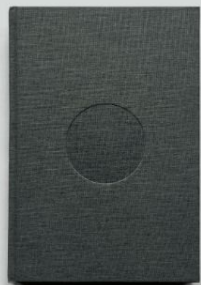
Because technology is nothing without talent. And with so much talent to be found within Monks, we have been able to cover a lot of ground, driving desire across the end-to-end category value chain. We provided strategic counsel as much as we did creative direction. We developed global brand campaigns and local market activations, but we also repositioned and reinvented brands from the ground up. We turned fashion show moments into massive, multiplatform events, editorialised e-commerce experiences and redefined the loyalty program. We reinterpreted brand codes across virtual spaces, the natural world, and all the places in between. And we explored the potential for augmented reality, AI, blockchain and (if you insist) “the metaverse”, both creatively and commercially.

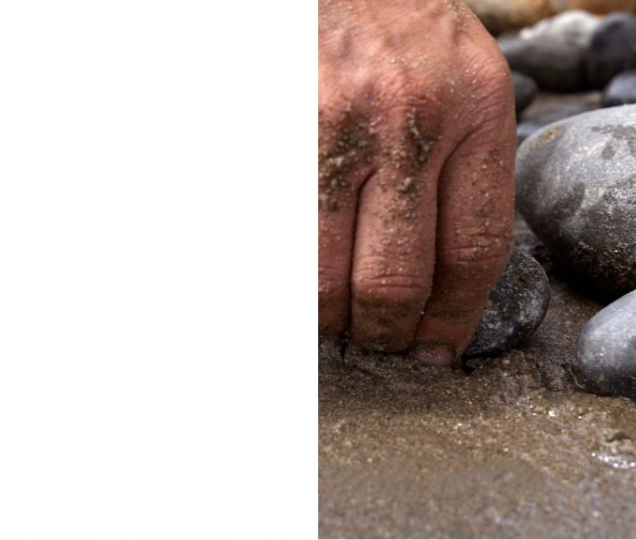
Moreover, knowing that cultural currency is defined as much by the company you keep as it is by the work that you make, we also collaborated with a wide range of both established and emerging creative talent from around the world. Artists, photographers and directors, technology startups and boutique studios, arts institutions and publishing houses, creators and influencers – all of whom brought with them a very specific view on the world, a distinctive voice, and often an audience of their own.

But, of course, none of this would have been possible without our clients. We have been privileged to partner with brave and visionary stakeholders, and are proud to have worked with more than half of the “most innovative” brands listed in the most recent edition of the Vogue Business Index.

Critically, and from a baseline of nothing, fashion & luxury now accounts for 8% of Monks' total annual revenue. We did this by creating – and curating – the best work in the business, striving for the highest levels of craft from the best talent, and as befits the demands of the most discerning category in the world. If that made us a few enemies along the way, so be it; we made a great many more friends. What follows is just a fraction of what we managed to achieve together over the last four years. Instead, this document showcases four projects from each year – presents a snapshot of what we meant by “new creativity” – and is a record of both the moments we made, and the moments of which we were proud to be a part. To those that pick things up from here, we say: good luck :)

FLUX.Monks — Hope Calnan, Camilla Chiaruttini, Imogen Farrell, Bruno Ferdinand, Raffaella Galliano, Duncan Gowers, Kira Kiai, Roman Levin, Dan Lewis, Ben Lunt, Moises Nevett, Liam Osbourne, Ellie Parker, Alix Pennycuik, Davide de Santis, Shona Speres







INTERACTIVE MODE ON

LIVE

BS IN THE CHAT! #LOVE #GREAT #HOW #GENIUS #COOL SHOW US HOW YOU FEEL BY SHARING ONE OF



Top chat ▾

- Mike Tyson #LOVE
 - Gabriel Castro #How
 - Vicky Li Su V #How
 - Raul Silva #Genius
 - #We ♥ You #Foreality
 - Refuge #WOW
 - Leandro Carlos #Love
 - Monter ✓
 - Dee #Love
 - Wei Wei #LOVE
 - 0809 #Love
 - gfans #Love
 - Andres Coca
Say something... (slow mode is on)
- 0/200

CHOOSE YOUR DESTINATION

FROM TO
YOUR COUNTRY/REGION NEW YORK

MONDOGENIUS
25SEPT2021

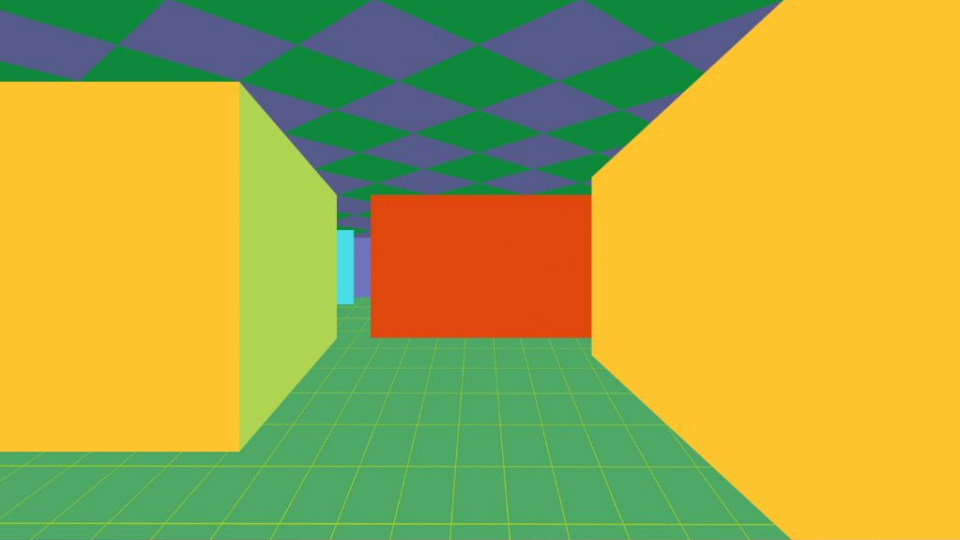


NAME YOUR NAME
SURNAME
FROM TO
COUNTRY → JFK

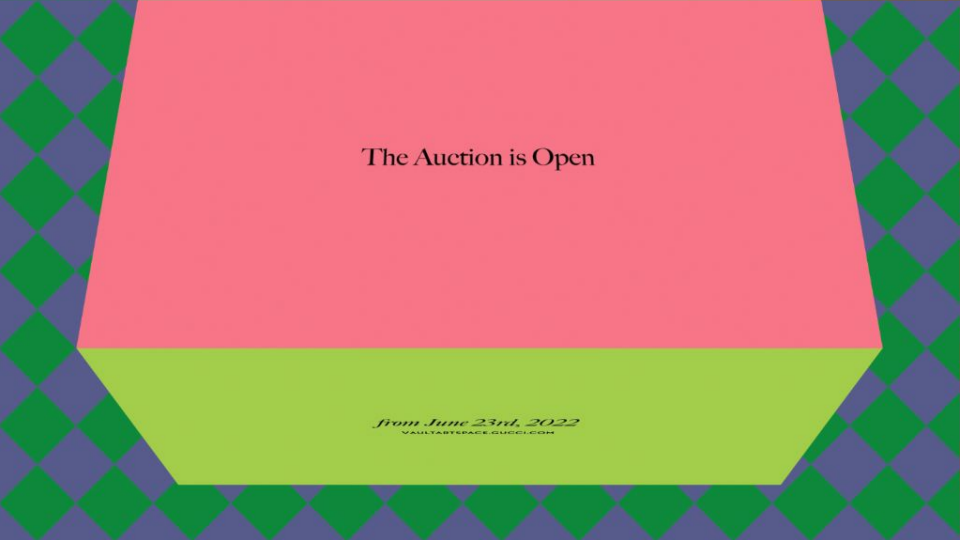
MONDOGENIUS
25SEPT2021





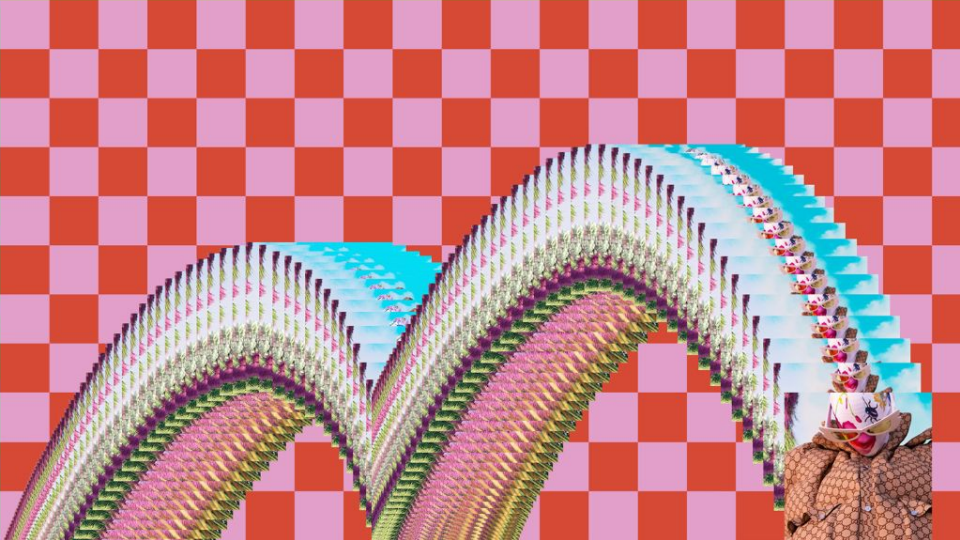


The Next 100 Years of Gucci



The Auction is Open

from June 23rd, 2022
VAULTARTSPACE.GUCCI.COM



COACH X *Tom Wesselmann*

THE PLEASURE PURSUIT

Step into the world of Tom Wesselmann – a playful
Pop artist who took extraordinary pleasure in the
everyday. Learn about his life and work, and discover
our latest collection inspired by it all.

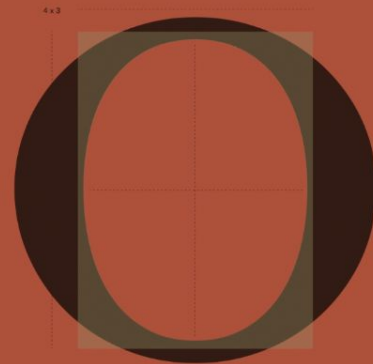
LET'S GET
STARTED







JURIO



Sky

C 22 M 7 Y 12 K 0
R 197 G 216 B 217
PANTONE 545 C
#C5D8D9

Terracotta

C 23 M 82 Y 88 K 15
R 171 G 71 B 49
PANTONE 7598 C
#AB4731

Sand

C 36 M 47 Y 84 K 13
R 154 G 122 B 67
PANTONE 464 C
#9A7A43

Sun

C 12 M 22 Y 92 K 0
R 227 G 190 B 57
PANTONE 7405 C
#E3BE39

Earth

C 63 M 56 Y 73 K 53
R 64 G 63 B 48
PANTONE 2049 C
#A03F30

Forest

C 44 M 39 Y 71 K 11
R 140 G 131 B 91
PANTONE 1773 C
#8C35B8

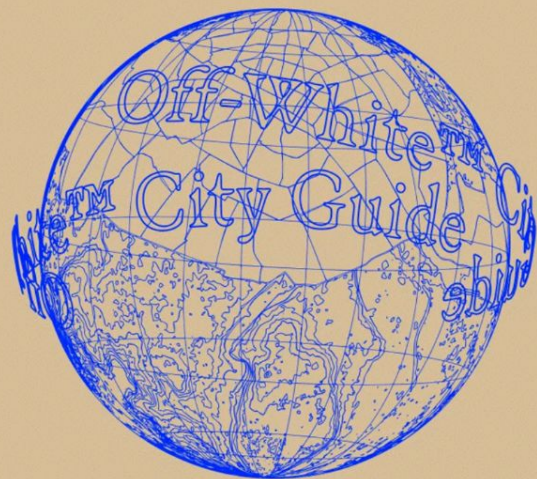
Soil

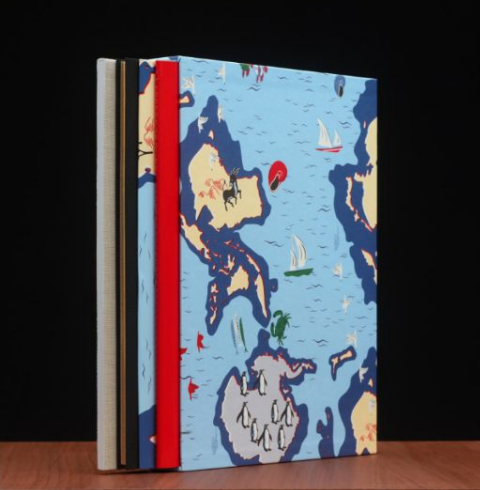
C 58 M 72 Y 73 K 81
R 37 G 15 B 6
PANTONE BLACK 5C
#2D0F06

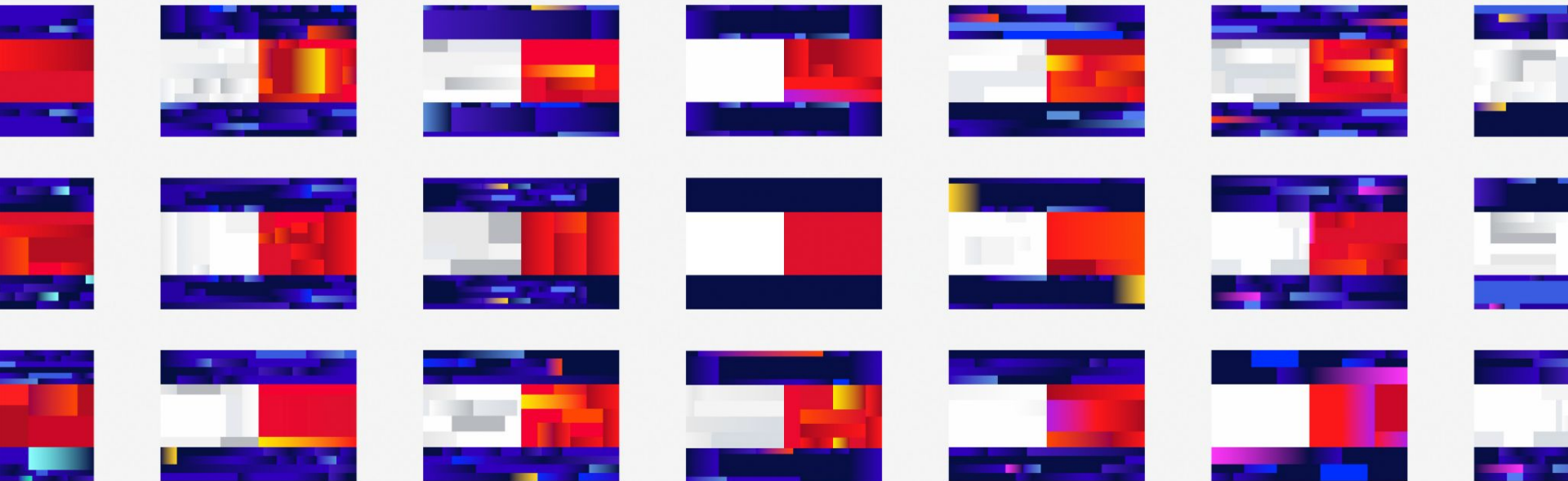
Limestone

C 10 M 11 Y 14 K 0
R 228 G 220 B 212
PANTONE Warm Gray 1C
#E4DCD4









BALMAIN
PARIS

FRAGRANCEDISCOVERYFRAGRANCE FINDERABOUT BALMAINFASHION ↗

CARBONE

MAXIMALIST MUSK & MINIMALIST ROSE

BUY NOW

BALMAIN
PARIS

FRAGRANCEDISCOVERYFRAGRANCE FINDERABOUT BALMAINFASHION ↗

BEGIN YOUR IDENTITY QUEST

You are about to embark on a multi-sensory journey into the world of Les Éternels.
Let experience, emotion and olfactory pleasure reveal the duality at the heart of
your personality – and discover your next signature fragrance.

START THE JOURNEY

MEET THE ICONS

Discover the Les Éternels collection – a fragrance experience
inspired by the universal quest for self-realization, featuring bold, all-gender
fragrances powered by a richly crafted duality of ingredients.

VENT VERT

VENT DE MANDARINE & JASMINE

BUY NOW

1 / 2

UNITYNATURELOVE

VENT VERT

A combination of airy vent de mandarine
and sensual jasmine in full flower, Vent Vert
embodies respect for nature in a timeless
journey through past, present, and future.

BUY NOW

CAN YOU SMELL
MY FRAGRANCE?

SKIP

BALMAIN
PARIS

SELECT THE SCENT THAT
RESONATES THE MOST

JOY & FRESH

LUMINOUS & FLORAL

YOUTH & GREEN

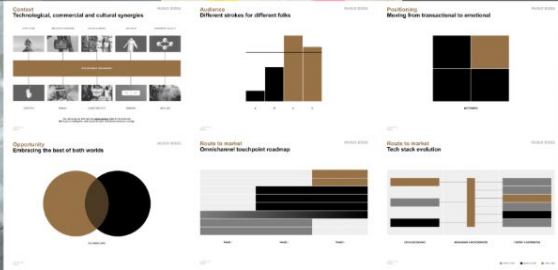
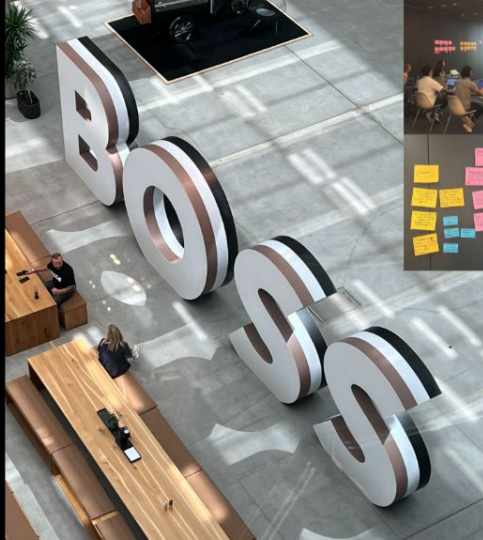
NEXT QUESTION

BALMAIN
PARIS

YOU ARE ON
A QUEST FOR
NEW UNITY

DISCOVER IOIRE

Ioire carries Balmain's New French Style
legacy to the world and into the future.
Photo: @sarah_18938 from getting her beauty content



H B
X P

HUGO BOSS

No three phrases have more cultural currency than “I was first” “I belong” and “I was there.”

WATCH OUT
It's not the future. It's the future that's already here. It's what they represent. It's the future that's already here. It's the future that's already here.

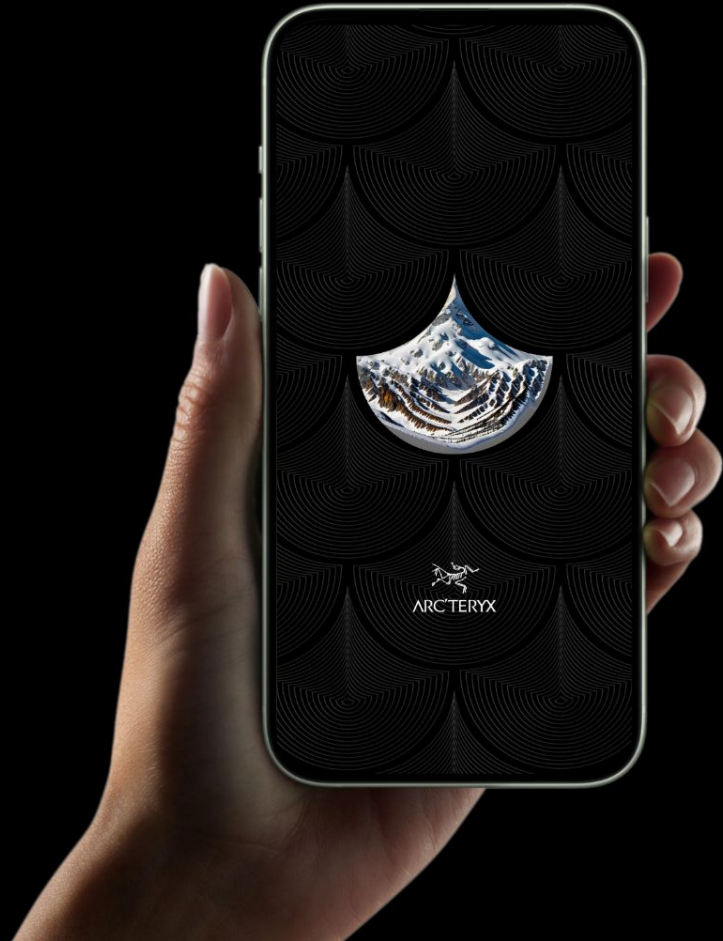
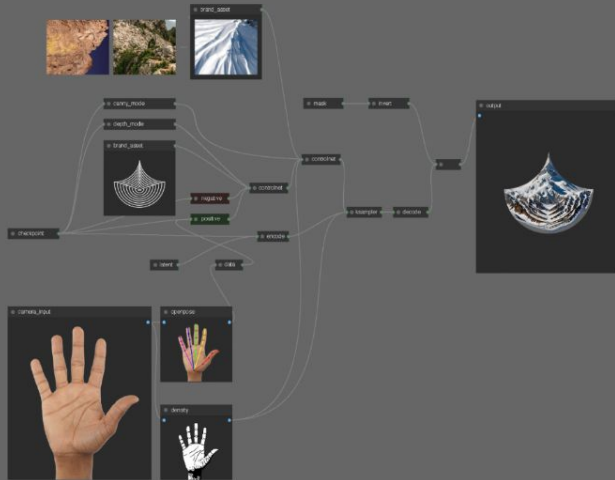


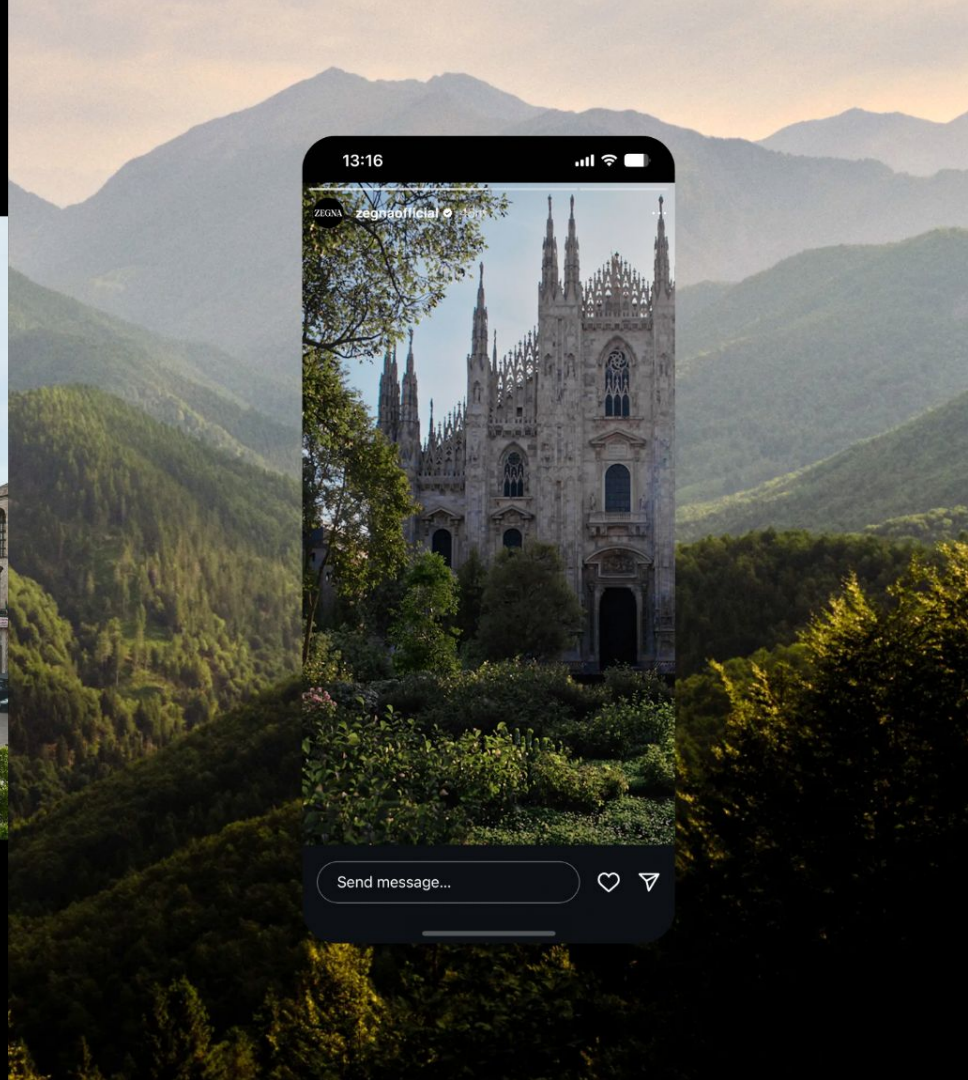
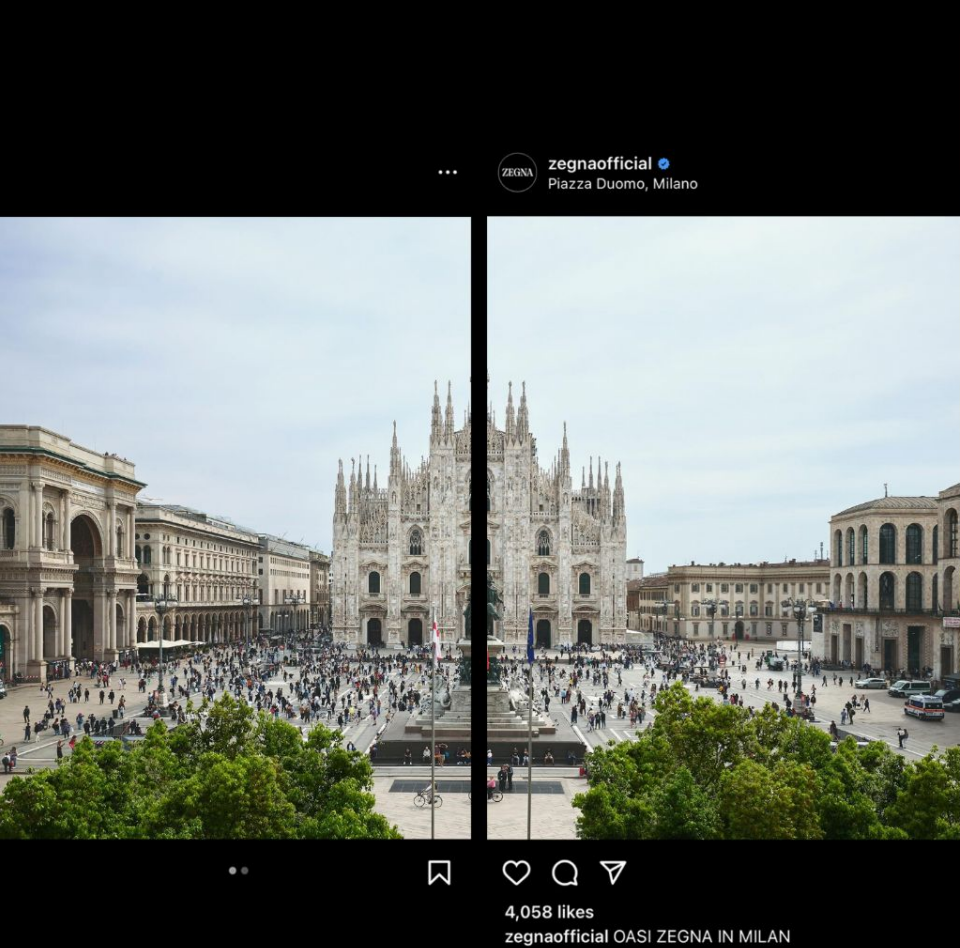
WELCOME TO THE FUTURE OF FASHION



Boss XP
Example customer journey







Perfection is achieved
not when there is
nothing more to add,
but when there is
nothing left to take away

FLUX

Showreel 2021-24

LEADING
THROUGH THE FLUIDITY
CULTURAL,
AND
TECHNOLOGICAL

NEW CREATIVITY
OF
COMMERCIAL
CHANGE

[Watch now](#)

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GRAZIE
虾虾侬
TYSM
CHEERS

FLUX.MONKS