



MONCLER STRENGTHENS ITS COLLABORATION WITH ALPINE SKI CLUBS

Snow and mountains have been in Moncler's DNA since the origin of the brand. The brand has broadened its Moncler Grenoble High Performance projects among the snowy peaks of the Alps; a collection true to the brand's beginnings and its commitment to 360° performance.

In the 2016-17 ski seasons, Moncler Grenoble is strengthening its collaboration with some of the most celebrated ski schools in the Swiss, French and Austrian Alps. Over 1300 instructors spread throughout Sankt Moritz, Crans-Montana, Kitzbühel, Verbier and Megève will be wearing Moncler Grenoble High Performance clothes, jackets and ski-suits specifically designed with high technical and functional coefficients, to guarantee maximum comfort in extreme conditions.

Moncler began its ski school sponsorship initiatives in 2007 as the official partner of the premier Swiss Confederation School for winter sports, the Engadine Swiss Skiing School in Sankt Moritz, Celerina and Samedan, a prestigious school with over 500 instructors, founded in 1929. This dynamic project collaboration, inspired by Moncler's history and identity, is an integral part of Moncler's DNA.

This year the brand has decided to expand its presence by collaborating with other important schools in the Swiss, French and Austrian Alps.

In Switzerland, ESS Crans-Montana, in Valais, there will be about 500 instructors, and ESS Verbier, having 300 instructors.

In Austria, the brand will collaborate with Element 3 Kitzbühel, in the renowned resort in Tyrol, with a team of 200 ski instructors. Among the Alta Savoia Mountains in France, Moncler will collaborate with the smaller ESI Megève, with only 30 instructors, but with an exceptional technical level and quality of instruction.

For more information moncler.com

Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the Moncler clothing and accessories collections Moncler Gamme Rouge, Moncler Gamme Bleu, Moncler Grenoble and Moncler Enfant through its boutiques and in exclusive international department stores and multi-brand outlets.

MONCLER SPA

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