



MONCLER AND THE BATTLE AGAINST COUNTERFEITING

For Moncler, an iconic brand and a qualitative benchmark at a global level, the battle against counterfeiting is a fundamental objective.

Since 2009 Moncler has undertaken an extensive campaign in defence of its consumers with a complete and structured activity to safeguard the authenticity of the product. With a unique heritage, technology, quality and performance, and an inimitable drive towards innovation and stylistic research, the Italian-French brand has decided to protect its values by focusing on authenticity-traceability even in the after-sale phase.

Several years ago Moncler equipped its garments with anti-counterfeiting instruments and then updated this technology in 2013 by releasing a new and more sophisticated label. In the same year Moncler also launched the website code.moncler.com, that is managed directly by the company: this is a platform for the verification of anti-counterfeiting labels in which customers can sign up to check the characteristics of the garment they purchased and thus receive immediate feedback on its authenticity.

In the specific context of the battle against counterfeiting, Moncler has gone further. Starting from the Spring/Summer 2016 collection all Moncler products will have a revolutionary anti-counterfeiting system, which makes use of the most recent RFID (Radio Frequency IDentification) technological developments.

An advanced instrument that has an unambiguous alphanumeric code and a QRcode, as well as an NFC (Near Field Communication) tag that is shaped just like the emblematic logo of the Fashion House from Monestier-de-Clermont. The chip, that is normally used for payments, is in this case used to confirm the authenticity of the product and makes it possible to offer a more interactive and effective verification procedure, by visiting the code.moncler.com website, or reading the QRcode or NFC code with specific APPs that can be easily downloaded on to customers' smartphones.

This is a general approach that genuinely and incisively brings the brand even closer to its customers and which is imbued with care, respect and special security. It is a means of controlling the market, and of transparency and protection under all aspects, that was designed for people who choose an original Moncler product and its exceptional qualitative, aesthetic and symbolic scope.



FOR FURTHER INFORMATION:

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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.

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