



**ART FOR LOVE
32 PHOTOGRAPHERS INTERPRET THE ICONIC MONCLER MAYA JACKET**

**THE NEW YORK PUBLIC LIBRARY, STEPHEN A. SCHWARZMAN BUILDING
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An exhibition and magnificent volume which examine the strength and beauty of love from different and sometimes contrasting points of view, through the vision, technique and imagination of the greatest photographers in the world. It is an exhibition which hinges on a single object, the iconic Maya duvet jacket - that has always been the essential symbol of all the Moncler world - interpreted according to the the most diverse sensibilities and creative approaches.

ART FOR LOVE, a private, invitation only exhibition event, created to support amfAR, will take place on September 11th in NYC, during fashion week, at The New York Public Library, Stephen A. Schwarzman Building, 5th Avenue and 42nd Street. A silent auction will be held in the hall and a contemporary online site on Paddle8, and the proceeds will be entirely donated to amfAR.

Remo Ruffini, President of Moncler, comments: "I am very proud to be alongside amfAR once again and to contribute through Moncler to raising funds for the project 'Countdown to a Cure', the aim of which is to find a cure for AIDS by 2020. The progress that has been obtained in the fields of research, prevention and education thanks to amfAR reinforces my enthusiasm for our involvement in this incredible cause".

"Remo Ruffini and Moncler have generously supported amfAR at our last three Cinema Against AIDS benefit galas during the Cannes Film Festival," says Kevin Robert Frost, amfAR's Chief Executive Officer. "We're grateful to Moncler for involving some of the world's best photographers in this outstanding project. In addition to raising funds for AIDS research, I hope that the ART FOR LOVE exhibition will inspire others to support amfAR and the fight against AIDS."

Love and emotional involvement are primary components in human relationships, as well as involvement in life and art. A mosaic of images that revolve around a single theme - Love, in all its different forms, shades and definitions - is the common thread of the exhibition, ART FOR LOVE, presented by Moncler and curated by Fabien Baron.

Fabien Baron comments: "If you want to see what the top photographers are doing today, all of them together in one place: it's all right here in more than thirty distinct images freely interpreting the Moncler jacket."



The exhibition takes the viewer on a journey that twists and turns through rugged adventure and delicate beauty, stopping for a touch of humour, sometimes veering into surreal or fantastically pop territories. Snapshots by extraordinary photographers, icons of the camera lens, spanning various generations and languages, including David Bailey, Patrick Demarchelier, Arthur Elgort, Inez and Vinoodh, Brigitte Lacombe, Annie Leibovitz, Peter Lindbergh, Steven Meisel, Terry Richardson, Paolo Roversi, David Sims, Bruce Weber and many others. Each depicting their own distinct world and atmosphere, through the unifying sign of the Moncler duvet jacket.

Moncler is proud to announce its celebration of love as the bedrock of life for all human beings, through its continued support of amfAR's decades-long mission.

Moncler would like to thank for their participation: Camilla Akrans, David Bailey, Lachlan Bailey, Fabien Baron, Patrick Demarchelier, Arthur Elgort, Hans Feurer, Pamela Hanson, Ben Hassett, Inez and Vinoodh, Mikael Jansson, Steven Klein, Brigitte Lacombe, Annie Leibovitz, Peter Lindbergh, Roxanne Lowit, Craig McDean, Mert and Marcus, Alasdair McLellan, Raymond Meier, Steven Meisel, Guido Mocafico, Josh Olins, Ezra Petronio, Terry Richardson, Paolo Roversi, David Sims, Mario Sorrenti, Solve Sundsbø, Willy Vanderperre, Bruce Weber, Olivier Zahm.

A special thanks to amfAR.

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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