



MONCLER GAMME BLEU
TO STREAM ITS SHOW LIVE FOR THE FIRST TIME IN THE CENTER OF MILAN

On Sunday, June 19th at 7 pm, in the center of Milan, Moncler will broadcast its Moncler Gamme Bleu Spring-Summer 2017 Collection live on 20 digital installations located in the heart of the city. These digital platforms will give the viewers “front row seats” to watch the show live, thanks to the collaboration with Clear Channel.

Research and technology, which have always been key for Moncler, find a new form of communication in this digital project, which for the first time sees a fashion brand offer a unique, innovative live streaming experience in which the public will be able to follow an event usually reserved to the press and industry insiders live from the city’s streets.

Moncler’s technical partner for this new project is Clear Channel, one of the largest international players in multi-platform media. The viewing experience will also be broadened by the option of client engagement (via QR Code), which will enable users to access the interactive content on smartphones and tablets as well.

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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