



## MONCLER GRENOBLE FALL/WINTER 2015-16 LOVE FACTORY

A celebration of the magic and the driving force that is love, of its eternal beauty and energy, alongside a coral performance representing the world of sport: a world built and experienced around profound passion and utter dedication, just like Moncler.

This is the message for the event which will be presenting the Moncler Grenoble F/W 2015-2016 collection under the evocative banner of "Love Factory". A performance scheduled to take place in NYC on 14 February in the bright premises of the Duggal Greenhouse, a renovated industrial construction overlooking the Hudson in Brooklyn.

It is a clean, powerful motion interwoven with delight. A fully-fledged "Hymne à l'Amour", a magnificent ritual of sharing charged with symbolic and emotive effects, shot through with countless feelings whilst also being dedicated to unbridled fun. In the vast central hall of Duggal House, an enormous box-shaped heart, a macroscopic romantic and tongue-in-cheek chocolate box of deliberate pop inspiration is to be set in the middle of the audience stands. The box will, of course, be red, a vivid crimson as vibrant as passion itself. When the lid opens it will reveal surprising contents: 25 couples – there is even a young bride and groom – who will be lifted from their bed by a hydraulic piston, each of which portraying a different winter sports discipline.

The performance will thaw the dazzling frost of winter with the irresistible fluid warmth of love, drawing to a close with gentle yet intense collective kiss. A cathartic, emblematic and liberating kiss which, it is hoped, will prove hopelessly contagious.

The distinctly sporting vocation of Moncler Grenoble is, as its name itself shows, a throwback to the brand's origins which lie in the eponymous town of Isère. In this collection it will be combining technical and high performance items with versatile garments that can also be worn in the city with the greatest ease and at a variety of occasions. The general inspiration sees a new take on retro elements, particularly those from the '60s and '70s. The silhouettes are often figure-hugging, and almost seem to outline the body with juxtaposed effects created through textures and geometric combinations of boudin and quilting. They also see interpretations featuring overlapping lengths and thicknesses, and softer breadths. There are leggings and quilted trousers, down-filled garments trimmed with Mongolian fur, sheepskin and goatskin, inserts in technical flannel or wool and knitwear with Norwegian motifs, all enhanced by copious amounts of accessories. For couples inspired by climbers we have garments tested at high altitude, under temperatures impossible to withstand by the Italian climbers that scaled the dizzying heights of K2 until they within arm's reach of the sky, a feat in which Moncler played a decisive role.

Then there are the colours. Starting with a distilled range of greys, and a charming range of forest and undergrowth hues, they also include copy ink reds and blues, ultramarine and deep, nocturnal blues. There is no shortage of glossy black and a vivid, electric yellow which recalls certain synthetic colours from the abstract and kinetic painting movement of the 1960s: the same decade that saw Moncler truly make its mark on an international level thanks to the Winter Olympics held in Grenoble in February 1968. Elsewhere, the red, white and blue of the French flag stands out in a tribute to the brand's DNA, alongside a new and dynamic camouflage. Contrasting graphic combinations interrupt the prevalence of single-colours. They define clean cuts and backgrounds, giving breadth and a light look to garments conceived to defy the harshest, most extreme weather conditions.

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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.