



## MONCLER. PASSION FOR SPORTS

Sports have been in Moncler's DNA since its inception. And that is exactly what the brand has dedicated the "Moncler. Passion for Sports" project to: stories about people who have dedicated their lives to overcoming new challenges and going beyond their limits, moved solely by the passion that sets them apart.

"Moncler. Passion for Sports" is a series of documentary videos that cover various disciplines - FMB (Freeride Mountain Biking), Surfing, Parkour and Ski Jumping; these are the stories of the protagonists, exceptional men and women who live for their passion. Athletes that haven't necessarily been chosen for the awards they've won, but rather identified based on the element of truth in their lives and their engaging ability for narrative emanation.

Sports and people beyond the media arena and the sponsorship system. Lives dedicated to a path designed to present increasingly arduous and demanding challenges and finish lines. Beyond the limits already reached; beyond known, reassuring territories – sometimes even beyond reason. Courage, concentration, sacrifice and pure emotion to be shared entirely through a magnificent tale of images, voices, sounds and sensations that will capture your imagination and fill your heart and mind.

All of the protagonists of the "Moncler. Passion for Sports" video wear Moncler Grenoble garments, items from the heritage collection that are an integral part of the Moncler brand and which have technicality as their hallmark, in winter and in summer, on the ski slopes or in any type of outdoor activity.

### **Moncler. Passion For Sports - Episode 1 - FREERIDE MOUNTAIN BIKING**

The first episode of "Moncler. Passion for Sports" is dedicated to the free rider Wil White, who dedicates all of his energy to something positive, healthy and fun: freeride mountain biking. "Being a free rider is all about being free" – these are the words of Wil White before putting himself to the test on his mountain bike. It's the images that really talk, that hold your attention. The natural environment where the action takes place, thrilling and majestic on its own, is the Utah desert. Wil White drops fast, concentrating on the tormented top of a hill, throwing himself into an intense challenge in extreme conditions given the natural elements. Moved only by his undeniable passion.

### **Moncler. Passion For Sports - Episode 2 - SURFING**

The second episode of "Moncler. Passion for Sports" immerses us in the magic and emotion of surfing. Our guide is the 17 year old Malia Ward, who, in this sport, has found that special place where dreams and reality collide. Malia can't live without her passion, surfing. Dreams, freedom, passion. But also fear of breaking through one's own boundaries and going beyond one's limits. This is the essence of surfing. This is the essence of Malia Ward's world: "In life, every individual sets their own limits, but when you dream, limits become an illusion", she explains. "Surfing taught me to push the limits that I had set to feel safe, but feeling safe has never given me freedom. Surfing has become my dream and I'm continually trying to overcome my limits."



### **Moncler. Passion For Sports - Episode 3 - PARKOUR**

The third episode of “Moncler Passion for Sport” is focused on the Parkour. The Parkour is 100% urban adventure: a new way to conceive our cities, ourselves and sports with a deeply philosophic aim: to touch the world and interact with it. Abandoned places, fences, roofs, monuments, construction sites but also vehicles and street furniture: in Parkour they all become part of a course to be completed using your best (and most spectacular) skills. For this fascinating discipline, Moncler met Luciano Acuna Jr: “It's essentially a form of therapy”, he told us. “So much positivity comes from Parkour: the positive vibes that come with practicing either alone or with long time friends/new friends. It can also bring a community together, that's populated with others that want to help you and the group, as a whole, to progress forward in life and the movement”.

### **Moncler. Passion For Sports – Episode 4 - SKI JUMPING**

The fourth episode of “Moncler Passion for Sport” is an homage to the extremel basic and stripped to the bone sport of Ski Jumping. A ramp, a jump and a man equipped with a pair of skis, the best friends. These are the pillars of the world of Taylor Hoffman, the amazing ski jumper that unveil to Moncler some of the most enticing secrets of Ski Jumping, one of the discipline that can build some of the most exciting emotions on Earth. “I feel as if I am flying!”, he explain, “I have control of my flight and a sense of freedom when I am performing jumps! This freedom means everything to me. The adrenaline rush I still get when I jump keeps my blood pumping and releases any stress I need in order to “reset” myself!”. Taylor agreed to “fly” for Moncler, performing a breathtaking jump that testify the excitement and the discipline of such a challenging sport.

To find out more, visit [moncler.com/passion.for.sports](http://moncler.com/passion.for.sports)

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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.*