



**MONCLER HAS ENTRUSTED ANNIE LEIBOVITZ
WITH ITS FIRST SPRING/SUMMER 2016 INSTITUTIONAL ADVERTISING CAMPAIGN**

Moncler has entrusted Annie Leibovitz with its first Spring/Summer 2016 institutional advertising campaign inspired by “Gulliver’s Travels”, by Irish author Jonathan Swift. Gulliver is a mix of creativity and clairvoyance, capable of overcoming the trends of the times; qualities which are perfectly aligned with the spirit of Moncler.

Gulliver awakens on the beach of an unknown land, Lilliput, where he has been shipwrecked. Suddenly he finds that he is completely out of proportion, still dressed in his elegant culottes and light-grey down filled waistcoat surrounded by the Lilliputians all of whom are wearing Moncler’s electric blue Longue Saison jacket.

The scene — dominated by the imposing size of Gulliver and the activity of the Lilliputian army — is set against a Nordic marine landscape: cold, almost metallic sand, anthracite rocks, a striking blue sky and dazzling white clouds. In keeping with the philosophy Moncler has adopted since its very outset, nature is once again the true star and deus ex-machina of the narrative, underscoring the story’s value far beyond the traditional methods adopted by the world of advertising.

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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