



**MR. & MRS. MONCLER:  
ARCHIVED STYLES BROUGHT TO LIFE BY SPECIAL BRAND  
AMBASSADORS**

For the Fall/Winter 2016-17 season, Moncler has opened its archives and has formally redefined the iconic duvet to create a contemporary version of the brand's incomparable garment.

The ambassadors for this new creative adventure are Mr. & Mrs. Moncler, a contemporary “virtual” couple who underline the double-sided concept behind the collection.

Mr. & Mrs. Moncler represent a significant new design step in the French-Italian brand's wide product range. In an age when social networking has totally redefined and opened the borders of communication, when everything revolves around digital technology, the couple represents a cross between role-models and cartoons, with a touch of 1960s retro cyber-sporty style mixed with that of a social media addict.

The result is a true crossroads, a surprising blend of heritage and youthful modern culture inspiring the transformation of the original duvet, which has managed to keep its vintage appeal while exuding the energy of youthful contemporary styles and attitudes.

The star of the collection is the nylon laque down jacket, an essential part of the Moncler tradition. The color palette boasts strong deep colors, like burgundy, shiny midnight blue, English green and black. The collection's special tags depict Mr. & Mrs. Moncler and serve to set the garments in this special project apart from the other clothes on display in the boutiques.

Mr. & Mrs. Moncler made their debut at the end of August 2016 in the display windows of the brand's flagship stores, which have been specifically designed to tell the story of their digital and media world.

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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.*

**MONCLER SPA**

Via Solari 33, 20144 Milano [P] +39 02 42203500 [F] +39 02 4220451