



**MONCLER & NEW ERA.
THE CAP DONS THE FEATHERS**

Moncler chooses New Era, the official supplier of MLB and NFL caps, for a top of the range personalization of the famous cap used by NBA players and Hip Hop artists all over the world.

This new collaboration Moncler & New Era explores new territories and different cultures, by redesigning the cap that is associated with basket players and street style, which has been a symbol of youth movements linked to the world of hip hop music since the 70s.

The cap, which will be available in the colours white, red and black, was produced in Moncler's very own fabric nylon laque, and has a cotton lining.

The new Moncler & New Era cap will be available as of October 2015 in Moncler boutiques, on its website moncler.com and in New Era stores.

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.

New Era, the leading headwear company, was founded in 1920 in Buffalo. It is the exclusive producer of official baseball caps for all the Major League Baseball teams and for more than 200 US colleges and universities. It is also a partner of the National Hockey League (NHL) and the National Basketball Association (NBA).

MONCLER SPA

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