



MONCLER GRENOBLE FALL/WINTER 20-21 Technicality and performance off and on the slopes

Moncler Grenoble, established in 2010 and driven by a desire to create pinnacle pieces for performance and style on the mountains, introduces its most complete range to date for the 2020 winter season. Evolving at a downhill pace, the Moncler Grenoble Collection has expanded beyond generations to announce its most comprehensive offering yet, along with the extrovert fashion of Moncler Genius, it launches its very first Moncler Grenoble **Enfant** range for tomorrow's mountain heroes.

The **3 MONCLER GRENOBLE** range, the latest offering from the Moncler Genius creative hub, is a vision for the mountain pioneer. Creative Director Sandro Mandrino focuses on design and functionality but twists it all with liberal injections of fashionable boldness. He creates new species of clothing that while meant to be actively and effectively used for skiing, because of their constructive solutions and innovative fabric technology, are also visually arresting and meant for life beyond the slopes. This season the look is layered, colorful, pliable and multipurpose. It features overalls, duvets, bombers, anoraks, trench coats and jumpers that are mixed, matched, superimposed and joyously put together. A riot of colorful graffiti prints – brushstrokes, penciled logos, happy geometries – swarm all over surfaces, enhanced by the mix of matt, shiny nylons and soft knits. The bright-as-the-rainbow palette is offset by total white and black. Fabric innovation is pivotal to the all-white looks, which feature two different but equally innovative technologies. Dyneema®, the world's strongest and most durable lightweight fiber, which is 15 times stronger than steel yet light enough to float on water. And Snow Glow, a photoluminescent membrane that glows in the dark after being exposed to sun or artificial warm light.

Outside of the Moncler Genius offering, technical research and innovation remain in the **Moncler Grenoble Collection** DNA and run throughout the collection. New design themes are categorized by where they sit within the Moncler Grenoble eco-system of High Performance, Performance and Style and Style and *Après Ski*. The collection offers something for every summit scenario – from professionals to those who just want to take in the view. The highlight of the range is the innovative High Performance offering, designed to the most exacting standards in stretch fabric for optimal thermo-regulation, weather protection and freedom of movement, for skiers at the top of their game.

And 2020 sees a Moncler Grenoble first, injecting the collection's supreme technicality and signature mountain high life aesthetic into the Moncler **Enfant** range, creating the debut **Moncler Grenoble Enfant Collection**. Ultra-protective skiwear designed with the same technicality as the adults' offering defines the new range, offering a thermo-regulating, movement-enhancing collection for tomorrow's mountain champions. Small-world versions of adult styles have been created for both girls and boys, with girls-wear borrowing from the powder-soft colour palette of the womenswear, and boys' pieces imprinting a palette of red, black and navy for miniature Moncler statements.



MONCLER GRENOBLE — HIGH PERFORMANCE

This is the most technically elaborate part of the line, diligently crafted from the most futureproof materials. The slim silhouettes, in a lively pop color scheme, have been developed with GORE-TEX membrane to guarantee a waterproof quality, breathability and lightness, while the natural filling is in goose down with a graphene treatment.

Designed to the most exacting standards to guarantee maximum performance, **Moncler Grenoble High Performance** is an innovative range of techwear for professional skiers at the top of their game. Jackets such as the Sizan for men and the Surier for woman are crafted from 4-way stretch nylon, with a natural state-of-the-art insulation layer made of down mixed with graphene from the project Graphene Inside the Future™. Fabrics laminated with membranes are sealed within every garment to allow for micro climate control during high intensity skiing.

A range of modular shell pieces for all-weather mountain protection has been designed for later in the season. Windproof, waterproof, lightweight and breathable, these pieces are designed in a stackable double layer to be worn alone or with insulated pieces for colder days. Unmistakable Moncler styling comes via cinched waists for women in the Verres and outsized proportions in the GORE-TEX 3-layer Thur for men, making this a second skin whether ski-touring or braving blustery city streets. The Linth jacket has been designed for winter sports: the GORE-TEX INFIMIUM™ Windstopper®, 2-layer is water-resistant and windproof allowing breathability and body thermoregulation when gliding downhill, all enriched with a mirrored graphic logo on the front. Every detail for the skier's quotidian needs have been considered: the High Performance pieces have lift pass pockets, media pockets and even goggle pockets with lens cloths included.

MONCLER GRENOBLE — PERFORMANCE AND STYLE

A perfect marriage of form and function. In the Performance and Style section, the experimental fabric mix has been combined with ultra-lightweight breathable insulation materials enhanced by the collaboration with PrimaLoft® Gold Insulation Active. Along with the outerwear come padded overshirts and woven jacquard cardigans.

The Krimmler is the epitome of the Performance and Style offering. A 4-way stretch jacket conceived with laminated fabrics and technical, breathable, and waterproof membranes and injected with sustainable, ultra-warm PrimaLoft® Gold Insulation Active, and finessed with bold embossed Moncler lettering on the front. The men's collection highlights Moncler's stylistic intentions on the mountains: protection and style always in tandem. The women's **Moncler All Over** theme follows the same rulebook: neat, slimline and ultra-flexible pieces, crafted with featherweight insulation and emblazoned with Moncler lettering.

The **Future Textures** theme for men combines unexpected city-ready textures with outsized silhouettes for an eye-catching look on the slopes. The Chetoz jacket is a focal point, patchworked from paintbox shades. The city banker's uniform is turned on its head for the pinstriped 2-layer wool Gressan look, and velvet is enhanced with waterproof membranes for the Antagnod. The **Extreme Season** range brings a future-flair to the mountain with a holographic silver finish in the Breuil jacket for men and the cinched waist in the Ollignan for women.



MONCLER GRENOBLE — APRÈS SKI

Cocooning warmth and distinctive style that combine featherweight down, slimline and soft silhouettes with high fashion fabrics. Technical and innovative facilitated by the ultra-soft lightweight velvet fleece from Polartec®High Loft™ and the new 18-gauge Polypropylene yarn, which gives a softer feel to knitwear to ensure maximum comfort on the slopes.

The Après Ski functionality comprises garments that are engineered for absolute protection, but that go beyond sport into leisure. The **Teddy** range for women captures energy that can only be found at the peaks in bold colors of sunshine and sky with a teddy bear finish. The soft aesthetic continues in **Pastel Après Piste**, a powder-colored transitional range in super-lightweight down, with roomy proportions perfect for layering over techno fiber knitwear and taking into the post season. A classically Moncler range of **Super Laqué** nylon jackets in signature colors of red and blue bridges the gap between women and menswear.

The men's Après Ski functionality offers roomy, sports-inspired silhouettes for city-exploring and mountain leisure. The **Recycled** range is a continued innovation for Moncler: crafted from recycled nylon and polyester, featuring a new graphic highlight of Moncler GRE[e]NOBLE insignia showcasing its green credentials. It's light and transitional, ideal as one heads into spring.

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 clothing and accessories collections under the brand Moncler through its boutiques and in exclusive international department stores and multi-brand outlets.

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