



THE MONCLER SELECT

Moncler.com's new digital service debuts with guest curator: Alicia Keys.

The Moncler Select is a new digital service, exclusive to Moncler.com, curated by the world's most dynamic personalities in sport, fashion, business, and entertainment. The Moncler Select launches on December 20th with curation by Moncler's global partner and 15-time GRAMMY® Award-winning singer, songwriter and producer, Alicia Keys. Her handpicked shoppable editorial, 'A Day in NYC', invites users to immerse themselves in the indomitable New York mood, as they browse and shop Keys's ultimate edit of Moncler clothing and accessories - all while streaming her powerful new album, KEYS.

The Moncler Select series of exclusives is the latest evolution in Moncler.com's vision for engaging online experiences. "We are constantly exploring new and better ways to serve our customers, especially focusing on creating unique experiences that build long lasting relationships with them," says Moncler Chairman and CEO, Remo Ruffini.

The Moncler Select by Alicia Keys will be exclusively available on [Moncler.com](https://www.moncler.com) from December 20th, with further curations to follow in 2022.

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. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.

MONCLER SPA

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