



## MONCLER GRENOBLE DAY-NAMIC

*Moncler Grenoble introduces Day-namic, a new range of activewear designed to energize the everyday.*

Experimentation is the fiber of the Moncler Grenoble design story. This performance precision has now been distilled into a functional collection for spring designed with wellbeing in mind, so a run in the park bears the same adrenalized excellence as heli-skiing on the peak of Mont Blanc.

Moncler Grenoble Day-namic comprises lightweight modular garments designed for the flux of modern living: from gym to lunch and the comfort of home in style. Technical jersey basics layer with packable down outerwear and multi-functional style linchpins, to create a gender-neutral wardrobe that keeps pace with today's dynamic lifestyles. Running is a core inspiration: micro-ripstop vests pair with ultra-lightweight crinkle-finish shorts; and unlined windbreakers come reinforced with phone pockets and AquaGuard® zippers for a seamless kinetic experience.

Moncler Grenoble has partnered with the vanguard of technical fabrications for the collection. Polartec® NeoShell® is a highly durable waterproof fabric that's breathable, flexible and lightweight. Combining advanced technological features with utmost comfort, it finds form in slim-fitting zip-up hoodies and jogger bottoms. Dyneema® is an ether-light but ultra-tough fiber that has been used to engineer water resistant outerwear and light down jackets whose gossamer elegance belies their hard-working functionality. SnowGlow is a highly reactive phosphorescent membrane that has been integrated to a nylon fabric, to create a highly visible glow effect that can be charged by solar or artificial light, and stored for safety in the after-dark.

A selection of Day-namic products carry the Recycled patch logo and hangtag that identify the items in the collection where the main fabric is composed of at least 50% recycled content.

The pursuit of a high-octane lifestyle is at the core of the Moncler Grenoble spirit. Restless, moving and ever-changing, Grenoble Day-namic is engineered to move with those changes on a daily basis. It's always moving, always changing, always charged and always ready.

The Day-namic range from Moncler Grenoble is available now on Moncler.com and in select Moncler boutiques.

---

*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**

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