



## MONCLER DEBUTS THE BRAND OF EXTRAORDINARY FILM

September 25<sup>th</sup>, 2022, Milan - After Saturday's epic 70<sup>th</sup> Anniversary show in Milan's Piazza del Duomo that drew a crowd of 18,000 spectators, all content relating to Moncler's anniversary achieved a global reach of almost 2 billion.

Debuted on Monday 26<sup>th</sup> of September on Italian TV, Moncler's The Brand of Extraordinary film – narrated by Grammy Award winning artist and style icon Alicia Keys - is the next big thing to hit the brand's digital channels.

In the first film Moncler has aired on television, iconic imagery captures the brand's epic trajectory. From humble alpine roots in 1952, to equipping the monumental 1954 Italian expedition to the K2 summit, to outfitting the French ski team for their gold medal sweep at the 1968 Grenoble Winter Olympics. We see the brand's profound fashion evolution from the mountain, to the runway, via the dawn of the Moncler Genius juggernaut, in which high-profile designer collaborations created elevated reinterpretations of Moncler codes.

Defined by the desire to push boundaries and foster innovation, the message affirms the mantra: *"Difficult is not the enemy: boring is."* The goal to venture higher underpins the powerful script, voiced by Keys, affirming Moncler's commitment to its core DNA and setting the tone for the future. *"Since that very first day, we have become the brand of extraordinary; inspiring everyone to conquer their highest peaks, whatever those peaks may be."*

The film will be published on Moncler's social and digital channels on September 29<sup>th</sup>.

Watch the film here: <https://www.youtube.com/watch?v=p93dRUJaEn0>

*Note to editors: Moncler's Brand of Extraordinary film aired on Canale 5, Italia 1, Rete 4, La5, Mediaset Extra, Iris, Top Crime, TwentySeven, Cine34, 20, and Focus.*

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*In 1952, the brand was born in Monestier-de-Clermont, France, with the simple goal to protect alpine workers from the cold. Through constant innovation, it equipped the most epic expeditions towards the world's highest peaks and accompanied the French Olympic ski team in 1968. During the "Paninari" movement of the 1980's it became an icon of Milanese urban style, and in the 2000's the brand graduated to the runways of Paris and Milan, with flagship boutiques opening on the world's most iconic luxury streets. In 2018 Moncler disrupted the conventions of the luxury world once again with Moncler Genius – an invitation to renowned fashion designers from across the globe to reinterpret Moncler's heritage for today. Moncler's 70th anniversary mark's a pivotal moment in the history of the brand.*

**MONCLER**

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