



INTER AND MONCLER TEAM UP TO CELEBRATE THE BRAND'S 70TH ANNIVERSARY

The celebration features an exclusive 70th anniversary Inter X Moncler jacket, lifelong Inter fan Matilde Gioli, and a San Siro stadium takeover

As part of Moncler's ongoing 70th anniversary celebrations, the brand presents a limited-edition jacket for FC Internazionale Milano, strengthening the bond between the two iconic brands. Moncler, FC Internazionale Milano and the city of Milan: a pitch-perfect match.

Guest designed by Moncler's Chairman and CEO Remo Ruffini, the quilted, down-filled jacket is crafted in the football team's signature blue. An elevated sense of athletic style is evident in the subtle contrast of matt and mid-shine longue saison nylon textures and the classic, yet casual silhouette. The limited-edition jacket also sports an exclusive collaboration logo on the chest.

Italian actress Matilde Gioli – who fondly remembers attending Inter matches with her father as a child - wears her passion for the iconic Milan team on her sleeve in the accompanying campaign, shot by world-renowned photographer Platon.

Moncler and FC Internazionale Milano made their mutual appreciation official last year, with the brand's first official collection. The second Inter X Moncler collection proposes a winning line-up of dynamic styles for off the pitch, including a jacket, parka, turtleneck, polo shirt, hat, and scarf. These products will launch at 6pm CET, right before the Inter vs Bologna match on 9th November 2022, when Moncler will take over San Siro stadium with dedicated anniversary branding. The Inter X Moncler by Remo Ruffini jacket, as well as a limited-edition scarf, will be available in Europe on Moncler.com. The wider collection will be available in Europe, the UK, and the US on Moncler.com, in China on Tmall, and in the Moncler Milano Galleria boutique from November 10th.

The collaboration forms part of Moncler's 70-day-long birthday celebrations, which kicked off with a Milan Fashion Week show at the iconic Piazza del Duomo in September. At the same time, it consolidates Inter's relevance in the world of fashion and lifestyle and celebrates the global journey of expansion of the Nerazzurri brand.

Moncler will continue to celebrate with a series of limited-edition product launches and global events.

#Moncler70

#Inter

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.

FC Internazionale Milano: Founded in 1908, FC Internazionale Milano, or Inter, is globally renowned as one of the world's most successful football teams. Chinese group Suning acquired the majority stake of the Club in June 2016. The year 2021 has seen the Club meet two very important milestones. Inter won their 19th Scudetto, 11 years after the Triplete. Corporate-wise, Inter unveiled their new visual identity and logo, celebrated by the IM narrative, the crowning moment of a new brand positioning journey. In season 2021-2022, Inter won the sixth Italian Super Cup and the eighth Italian Cup in its history. Inter is one of the seven teams to have done the treble – Champions League, national championship and national cup – in the same year (2010), and the only Italian club never to have been relegated in its 114-year history. Inter is a global brand with more than 400 million fans worldwide, ready to grow out of the football field and into the worlds of fashion and lifestyle.

MONCLER

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