



MONCLER GRENOBLE FALL/WINTER 2022
Where High Style collides with High Performance

December 8th, 2022 - Today, with respect to our origins, an evolved Moncler Grenoble launches its latest High Performance collection, focused on dynamic technical skiwear designed for pros and styled for impact. Leveraging 70 years of outdoor expertise and brand heritage, Moncler Grenoble combines brand DNA with tomorrow's innovation, developed for whatever the mountain brings, year-round.

Leading the launch of the new collection is a short film debuting Moncler Grenoble brand ambassador, French free-skiing phenomenon, Richard Permin. The film, shot by notable director, Jonas Lindstroem, captures the essence of Moncler Grenoble mantra 'Beyond Performance' in the most challenging conditions, channelling the thrill, passion, and skill of skiing at the pinnacle. A Grenoble-clad Permin carves down Chile's glacial Quetrupillán volcano, narrowly outpacing tumbling snow. As two forces of nature compete, a community of skiers emerge from the snow cloud in formation behind Permin, who leads an exhilarating charge down the mountain.

The campaign and new collection will be featured in key ski destinations and cities globally, alongside the wider Moncler Grenoble collection - completing the 3 dimensions of ski: High Performance, Performance and Style and Après-Ski.

Launching December 8th at [Moncler.com](https://www.moncler.com).

#MonclerGrenoble

Credits:

Director: Jonas Lindstroem @jonas_lindstroem

Dop: Matias Boucard @boucardmatias

Skier: Richard Permin @richardpermin

Note to editors:

Richard Permin wears Moncler Grenoble High Performance Lapaz jacket, Terrabeam goggles, Meninx Rs Mips helmet and Reusch for Moncler Grenoble gloves.

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.

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