



MONCLER COLLECTION SUMMER 2023

Moncler's timeless mountain DNA is primed for a season of summer warmth

Milan, April 24th, 2023 - Moncler launches a global summer campaign celebrating a timeless year-round wardrobe, with the brand's unique DNA and iconic products reimagined for warmer days. Moncler Collection Summer 2023 promises to protect and perform in the elements, 365 days a year. Sharing warmth is at the heart of the brand, a cornerstone that rolls effortlessly into summer.

The new campaign, shot by Thierry Le Goués, captures the dynamic essence of the new season, taking the mood in an unexpected aesthetic direction. This is not the average evocation of an easy breezy summer, but a refined and dramatic statement of intent: Moncler performs come rain or shine, summer months included.

The visual concept offers a dramatic antidote to technicolor summer styling, showcasing stylized shots in predominantly monochrome chiaroscuro. Subtle interplay between silken and matt textures and stark angles brings new dimensions to details on lightweight puffers and transitional layers from Moncler Collection Summer 2023.

Moncler's summer campaign presents timeless lightweight jackets, tactile knitwear and warm-weather must-haves from Moncler Collection Summer 2023, available now in select Moncler boutiques and on moncler.com.

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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