



**MOUNTAIN MADE: MONCLER PRESENTS RE/ICONS**  
**A CONCEPT CELEBRATING THE BRAND'S HERITAGE AND ITS MOST ICONIC STYLES**

**Milan, September 14th** - Moncler's mission to provide the ultimate warmth and protection traces back to the winter of 1952 on the peaks of Monestier-de-Clermont. An original desire to equip alpine workers has since taken the brand on a creative journey that's spanned seven decades and spawned the best in modern outerwear. That quest to take it higher, further – to improve, iterate, and perfect – remains a core part of the brand's DNA. Every Moncler design, then and now, is an expression of that passion first born in the mountains. The mountains are not only Moncler's physical birthplace, but also a symbolic and visually emotive reminder to constantly pursue higher dreams ahead.

Over the last 70 years, Moncler icons have emerged. Icons that have earned a return to the realm of the now. Moncler RE/ICONS is where the brand's mountain heritage meets its future; when its past embraces its present; and when timeless products become a sign of the times. It's a celebration of the brand's extraordinary accomplishments, while simultaneously looking to the new and next. Each year an archival icon is reimaged. In 2022, it was the beloved Moncler Maya jacket as part of the brand's 70th anniversary. For 2023, the 1954 Karakorum 'duvet' comes back to life.

How do you define an icon? Grandeur, success, magnitude?  
The impact she, he or they had on the world? The scale they climbed?  
The respect, reverence and reputation an object, location or moment is granted?  
So, how do you re-define what can't be defined?  
How do you re-icon an icon?  
Re-connect our relationship, re-create our impression, re-elevate our level of respect?  
How do you go higher than the highest? Progress what has plateaued to reach a new peak?  
Simple. To re-define an icon, let it be re-iconic.

**MONCLER RE/ICONS KARAKORUM**

The second chapter of RE/ICONS pays tribute to the evolution of a classic, with three Moncler Karakorum designs that tell the story of the jacket's past, present and future. The original Moncler Karakorum was worn by Achille Compagnoni and Lino Lacedelli as they became the very first people to reach the summit of K2 in 1954, it has become an emblem of warmth and technical excellence.

The Moncler RE/ICONS Karakorum jackets will be available in select Moncler boutiques and on [moncler.com](https://www.moncler.com) from September 14th, 2023.

*Note to editors: Moncler originally produced the Karakorum jacket in 1954. The name comes from the mountain range in Asia and uses the Italian spelling.*

*Campaign photographer: Jean-Baptiste Mondino - Still life photographer: Dan Tobin Smith*

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*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.*