



MONCLER OWNS THE MOUNTAIN WITH THE OPENING OF ITS FIRST EVER MONCLER GRENABLE FLAGSHIP DESTINATION AND A GLOBAL CAMPAIGN

The winter season kicks off in St. Moritz with the unveiling of the first store dedicated entirely to Moncler Grenoble and a campaign starring champion athletes Xuetong Cai, Perrine Laffont, Richard Permin and Shaun White

Milan, December 11th, 2023 – On a path to continuously elevate technicality to its highest beauty, Moncler presents – in the heart of St. Moritz - its first ever flagship store entirely dedicated to the world of Moncler Grenoble. Performance and style live harmoniously in this new home for outdoor excellence, where the brand doubles down on its mountain DNA. The space showcases the very best of Moncler Grenoble in all its facets, from the most technical and innovative pieces to cozy après ski and lightweight outdoor ensembles, all featuring the brand's signature sophisticated design.

To provide a further glimpse of a world that goes beyond performance, this season the global campaign - shot by Jamie Hawkesworth - stars four world-renowned winter athletes. Xuetong Cai, Perrine Laffont, Richard Permin, and Shaun White take us on a journey where their technical skills on the toughest alpine peaks meet the tender side of the mountain, allowing for memorable and emotional experiences with nature and the great outdoors. Ultimately exemplifying how Moncler Grenoble seamlessly merges its technical mountain heritage with an intrinsic spirit for connection.

THE FIRST-EVER MONCLER GRENABLE FLAGSHIP STORE

Against a backdrop of snow-kissed landscapes, the brand's first-ever Moncler Grenoble flagship store opens in the heart of St. Moritz, one of the most prestigious luxury shopping destinations in the Swiss Alps. Conceived as a space to equip and inspire mountain lovers all year round, the store marks a significant milestone in enhancing the Moncler Grenoble dimension of the brand, and acts as a hub to showcase the full offer of high-performance clothing and luxurious layers, where the heartbeat of Moncler Grenoble resonates, and the pulse of the mountains can be felt in every corner of the space.

Designed by Küchel Architects as a heartfelt ode to the brand's heritage, the 300-square-meter interior draws inspiration from the surrounding wild landscapes and is brought to life through natural materials, both in their raw unprocessed state and adapted for functional features, including seating areas and display systems. An extraordinary forest-like atmosphere springs into realization courtesy of grand wooden tree sculptures that climb high above eye level, drawing attention to the impressive double-height ceilings. The finishes and textures in the space are informed by the elements of the Engadin area, where potted natural pines merge with branch-inspired art displays to create an environment that resembles a woodland haven. Finally, a central stone catwalk commands attention, gracefully presenting the brand's latest collections with refinement and sophistication.

Constructed following high international standards in terms of energy efficiency and environmental impact, the store has obtained LEED certification, one of the most recognized environmental building rating systems.

THE BEYOND PERFORMANCE CAMPAIGN

A new global campaign reveals the often-unseen side of champion athletes at the apex, exploring the human spirit and community building of professional skiers and snowboarders. To usher in a new season of Moncler Grenoble, the brand invited its ambassadors, including Olympic Gold medalist and 5-time World Champion mogul skier **Perrine Laffont**, legendary freerider **Richard Permin**, World Champion snowboarder **Xuetong Cai**, and 3-time Olympic Gold medalist snowboarder **Shaun White** to spend some time together in Switzerland. The aim wasn't to further master their craft, but to create a retreat where they could explore what continues to motivate them after every downhill adventure. The time allowed for reflection on how a life moved by mountains goes beyond performance, and that slopes not only demand the highest levels of technical excellence, but also create space for meaningful connections, friendship, and lasting memories.

MONCLER

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The Beyond Performance campaign shot by Jamie Hawkesworth, and the accompanying film by Benn Northover, capture the group as they commune with the mountain and each other, cutting from adrenalin-fueled descents, to more intimate, off-duty moments.

The campaign also features a technical snowboard created by Moncler in partnership with Shaun White's WHITESPACE brand. Crafted with a lightweight wood core wrapped in a carbon infused ultra-dense fiberglass weave, which reduces bulk while increasing power, the design boasts a tapered surf-inspired shape for a ride that snakes in and out of the snow.

ABOUT THE MONCLER GRENOBLE FALL/WINTER 2023 COLLECTION

At the perfect intersection between high performance and high style, the Fall/Winter 2023 collection merges its peak endurance and comfort with the brand's innate mastery of design. Addressed to winter sport enthusiasts looking for technical garments that enable them to excel in all conditions, each style boasts the brand's signature luxurious touch, elevating functionality to its highest beauty.

Moncler Grenoble garments are the result of an uncompromised passion for quality, performance and remarkable design, where continuous innovation pushes the boundaries of technical performance. Leveraging on cutting-edge expertise developed over the years, the collection is designed to offer freedom of movement and comfort, as well as defense from rain, snow and wind, ensuring breathability for high-intensity skiing and long-lasting weather protection in the most extreme conditions.

Each fabric and construction technique are a culmination of continuous research and testing that constantly involves input from the best international ski school instructors. Garments are crafted with innovative materials and features including waterproof and extremely breathable GORE-TEX fabrics, as well as 4-way stretch fabrics, sophisticated ventilation systems and technical constructions. A detailed focus on thermoregulation mixes down with technical insulation for maximum comfort during activity. Highly water repellent zippers, and a series of features including ski pass pocket, Recco reflector system, snow gaiters with snap-in systems, and internal pockets to fit technical devices add comfort and convenience.

A studied color palette ranges from sleekest black to bursts of bright yellow, red, green and blue: whether refined or euphoric, the Moncler Grenoble aesthetic makes a confident statement. Goggles, helmets, skis, snowboards and mountain equipment receive the same attention to performance and style as the collection, catering to every on-piste wish.

The mountain experience involves more than the adrenaline rush of skiing or snowboarding, and Moncler Grenoble fully prepares for the moments between runs with cozy lounge layers, impeccably crafted knitwear, performance & style pieces, and elegant chalet-to-dinner designs celebrating the brand's unwavering mission of being in tune with all mountain-life moments, including après-ski.

Moncler Grenoble Fall/Winter 2023 is available now on moncler.com and in select Moncler stores. The brand unveils Moncler Grenoble pop-up retail experiences at Hankyu Umeda in Osaka from December 1 – December 31, Franz Kraler in Cortina from December 1 – January 30, and Sagmeister in Lech December 15- March 3.

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.