



APRITIMODA

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MONCLER

Moncler is an abbreviation of Monestier-de-Clermont, the name of the mountain village near Grenoble where the brand was first established in 1952. Right from the outset, the brand has combined ongoing technological research with the expertise of mountaineering professionals.

In 1954 it produced the first real puffer jackets suitable for more extreme climates. Over the course of a decade, these were gradually perfected and they went on to play a starring role in major French and Italian expeditions which conquered the summit of Makalu to peaks in Alaska and the world's second-highest summit, Karakorum. Moncler was definitively consecrated on the international stage at the Winter Olympics held in Grenoble in 1968, when the brand was the official supplier of the French downhill team. Innovation and research resulted in garments that became ever lighter, more aerodynamic and high performing, making them suitable for sporting competitions as well. These garments were the forerunners of the contemporary puffer in all its many and varied forms.

After the '70s boom in mountain tourism came the '80s and '90s, when the Moncler jacket made its city debut, transforming itself into a cult object with its stitching and "painted" effect in dazzling colours.

In 2003, Moncler was bought by Italian businessman Remo Ruffini, the current Chairman and CEO who crafted the strategy behind the global puffer jacket, defining a whole range of unexpected yet high quality aesthetic, functional and technological achievements which successfully combined city and mountain wear. With Moncler, the puffer jacket became iconic, a true classic of the contemporary wardrobe which looks beyond trends, expanding the brand's confines to embrace every season in the year. In addition to the Main collection for men and women, Moncler Accessories and Moncler Enfant, the brand also features Moncler Gamme Rouge, the highly sophisticated women's couture range, Moncler Gamme Bleu, the men's collection with a distinctly sartorial take, and Moncler Grenoble, a technical collection of outstanding performance wear.

Moncler has been listed on the Milan Stock Exchange since December 2013.

In 2015, Moncler signed a licensing agreement with the Marcolin Group for designing, producing and distributing sunglasses, spectacle frames and ski goggles with the Moncler Lunettes brand, available on the market from October 2016.



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MONCLER HEADQUARTER

The building, which has housed the Moncler headquarter since January 2014, is part of a section of approximately forty nine million square meters of the former Riva & Calzoni steelworks, including via Solari, via Savona and via Stendhal.

Moncler has entrusted the space design to the studio Gilles & Boissier, who has been partnering with the brand for years, with the intention of maintaining the existing structure by giving Moncler a strong character at the headquarters that was functional to the Group Management Offices.

The structure consists of five levels, including a basement for parking. The first, at road share, dedicated to the reception, has a marble central body and two symmetrical and contiguous waiting rooms, as well as six meeting rooms and a café, an extension of the central space and the main center of the structure, conceived as a real winter garden, featuring an open and panoramic glass and metal ceiling. At the second and third level, there are the operating offices dedicated to the showroom and to the man and woman collections of the brand. Finally, at the fourth and fifth level, there is the part dedicated to the executive offices.

The renovation of the building is geared towards a wise mix of natural materials that make the atmosphere in pure "high mountains" style and in perfect harmony with the roots of the Maison: grey carnation marble, burnished brass and chêne smoke wood, mirrors, glass and metal.