



MONCLER GRENOBLE PRESENTS THE BEYOND PERFORMANCE EXHIBIT

Moncler's dedicated mountain and outdoor dimension invites visitors to experience an immersive journey through its unique heritage in a spellbinding public exhibition in the heart of Milan

Milan, February 9, 2026 – On February 8, Moncler Grenoble unveiled *The Beyond Performance Exhibit*, inviting the public to explore the brand's evolution from its alpine beginnings to an ever-expanding vision of high performance and high style, where heritage and ambition converge to shape what comes next.

Staged in the courtyard of Portrait Milano, the experience celebrates the peaks that have shaped the brand's signature ski, snowboard, mountain, and outdoor dimension. A series of immersive, multisensory spaces bring the Moncler Grenoble story to life: from early expeditions to the world's most formidable summits, to defining moments at the pinnacle of winter sport, and onward through the brand's most spectacular runway expressions.

THE JOURNEY BEGINS

The experience invites visitors to step onto a lush forest trail within a transformed Milan courtyard, where the city quietly falls away. Infused with a sense of possibility and adventure, the setting offers a poetic echo of Moncler's beginnings in 1952, in the alpine village of Monestier-de-Clermont, near Grenoble, France.

As visitors move deeper among the verdant trees, three pathways emerge, each leading to a distinct experience that illuminates the heritage, vision, and mountain mindset at the heart of Moncler Grenoble.



THE BLUE TRAIL: THE EXPEDITION AND THE GENESIS

Dedicated to the brand's extraordinary origin story, this trail traces Moncler's evolution from crafting technical gear to protect alpine workers from the cold, to outfitting world-first mountaineering expeditions. Videography of immersive soundscapes, driving snow, and trembling tents recreate the atmosphere of the courageous Italian K2 expedition of 1954, equipped by Moncler.

The brand's foundations are revealed through a showcase of original sleeping bags and anoraks, alongside early puffer jackets developed with French explorer Lionel Terray –prototypes that continue to inform Moncler Grenoble today. At the heart of the trail stands the emblematic Karakorum jacket, created for the 1954 expedition and still a defining icon of modern outerwear.

THE WHITE TRAIL: PERFORMANCE AND THE SLOPES

This trail reveals the extraordinary innovation behind Moncler Grenoble's unparalleled performance and style on the slopes. Whipping snow and immersive mountain footage set the scene, as the brand's original ski suit created for the French Olympic team in 1968 is presented alongside Moncler's official 2026 race suit for Brazil's Olympic ski team, bringing the story into the present.

Further highlights from the archives and private collections include a 1980s creation by Parisian designer Chantal Thomass and a Paninaro puffer from 1990, signed by legendary Italian skier Alberto Tomba, moments where performance, culture, and style converge.

THE RED TRAIL: THE NOW AND THE NEXT

A conceptual gateway into the brand's present and future unfolds as a dazzling mirrored runway, an optical illusion that suggests infinite paths ahead. Reflecting the transformative impact of Remo Ruffini's stewardship since 2003, and the crystallization of Moncler Grenoble in 2010 as a performance luxury force, this futuristic space gathers defining moments and key pieces from the brand's most unforgettable runway collections.

From New York Fashion Week in 2010 to the fairytale forest of St. Moritz, from attitude at altitude on the Courchevel Altiport runway to an exclusive preview of the Aspen Fall/Winter 2026 collection, the journey advances with confidence toward what comes next.



Moncler extends its warmest gratitude to Dapper Dylan for the loan of his personal archive to the exhibition.

The Beyond Performance Exhibit is open to the public from February 8-28 at Portrait Milano, Corso Venezia 11. Slots are reservable on thebeyondperformanceexhibit.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.