



## MONCLER GRENOBLE FALL/WINTER 2025

The new collection unites the brand's performance DNA with sartorial sophistication for modern mountain life, showcased in a global campaign starring Lucas Pinheiro Braathen, Chloe Kim, Vincent Cassel, and Amber Valletta

Milan, December 4, 2025 — For Fall/Winter 2025, Moncler Grenoble brings the worlds of performance and style ever closer, outfitting every facet of mountain life with technical innovation infused with elevated metropolitan polish, photographed in the Alps.

City fabrics — denim, suede, flannel, gabardine — undergo mountain-ready technical transformations through Moncler Grenoble's fabric research and expert workmanship. Whether reimagined as a head-to-toe denim ski suit or crafted into a shearling-trimmed wool gabardine coat for après-ski elegance, the full spectrum of modern mountain lifestyles is addressed with effortless refinement.

First unveiled in March during an unforgettable live experience at Courchevel's iconic altiport, the highest runway in Europe, the collection reaffirmed the brand's alpine roots and elevated design ethos.

### THE COLLECTION

New technical denim merges the timeless artistry of Japanese craftsmanship with cutting-edge Moncler Grenoble engineering. Developed in Japanese denim's Kojima heartland to meet snowy demands, the fabric delivers windproof, waterproof, and breathable performance while preserving its natural drape, authentic indigo tone, and distinctive hand feel. Denim jackets and trousers are reimagined for the slopes, their bold style statement supported by precision-function details, such as: YKK® AquaGuard® zippers and vents, RECCO® reflectors, pull-out hoods, stretch jersey thumbhole cuffs, fully taped seams, ski-pass pockets, and powder skirts. Inside, PrimaLoft® Gold Active provides essential warmth and comfort with a remarkably lightweight feel. Refined accents — leather belts, ULTRASUEDE® trims, plush corduroy collars, and subtle contrast stitching — introduce elevated polish, striking a seamless balance between performance and style.



Signature ski and snowboard puffers deliver adaptable warmth and comfort in alpine conditions. Cozy cord, wool, and velvet accents, paired with sleek metal and leather-trim hardware, elevate performance silhouettes with effortless sophistication. Graphic outerwear crafted from a quilted technical patchwork of 2-layer GORE-TEX® canvas, 4-way stretch tech nylon, and 2-layer mechanical stretch DERMIZAX DX provides waterproof, windproof, and breathable performance, depending on the style.

Redefining contemporary après-ski elegance, tonal chalk-white suede, shearling and nylon come together in outerwear styles that feel both modern and timeless. Chocolate-brown mouliné wool and long-haired dyed shearling heighten each other's tactile richness, complemented by lightweight 2-layer technical nylon léger. Structured yet soft mélange wool gabardine delivers peak textile sophistication, accented with plush dyed shearling at the collar and cuffs. Artisanal Aran, Fair Isle, and folky intarsia knits introduce depth, warmth, and handcrafted character.

#### THE CAMPAIGN

The new campaign, shot by Mario Sorrenti, captures the essence of Moncler Grenoble: the convergence of style, performance, and connection at the heart of mountain life.

A multitalented cast is united against the dramatic backdrop of the Alps, including brand ambassador, World Cup champion and winner of Brazil's first-ever historic medal in alpine skiing, Lucas Pinheiro Braathen, two-time Olympic gold medallist and record-breaking snowboarder Chloe Kim, renowned actor Vincent Cassel, and supermodel Amber Valletta.

Over the past two years, Moncler has supported Lucas's unstoppable career, recognizing not only his world-class skill and dedication on the slopes but also his distinctive spirit and character. He will wear Moncler Grenoble at next year's Winter Olympic Games, with the brand serving as the official sponsor of the Brazil Olympic Committee for the opening and closing ceremonies and technical sponsor of the Brazilian Snow Sports Federation's alpine ski team.

He stars in the campaign alongside another world-class athlete, Chloe Kim — the youngest woman to win Olympic gold in the snowboarding halfpipe and the first to claim back-to-back titles — embodying the pinnacle of athletic excellence and unwavering commitment.

Vincent Cassel, internationally acclaimed actor, brings a singular charisma to the campaign, his presence instantly recognizable yet uniquely his own.

Supermodel Amber Valletta epitomizes effortless yet commanding style, reflecting the refined elegance of the collection. She walked the Courchevel runway show amid snowfall,



demonstrating composure and poise in clothing designed to maintain personal style in winter conditions.

A WHITESPACE x Moncler Grenoble snowboard, designed by snowboarding legend and brand ambassador Shaun White, expands the collection's performance equipment offering with an exhilarating all-terrain silhouette. One hundred individually numbered boards will be released in blue and red, and one hundred in graphic black and white.

Moncler Grenoble Fall/Winter 2025 is available now in selected Moncler stores and [moncler.com](http://moncler.com).

Moncler was founded in Monestier-de-Clermont, Grenoble, France, in 1952 and is now headquartered in Italy. Over the years, the brand has combined style with innovation, bringing together creativity with a constant pursuit of excellence and performance in materials and workmanship. Moncler products meet diverse demands, ranging from high-altitude and mountain life to metropolitan living. The company manufactures directly, and through a selected network of faconniers, and distributes its collections through its boutiques and digital stores, as well as selected multi-brand doors, department stores, and e-tailers.