

MONCLER

AN EXPEDITION INTO THE BRAND'S PIONEERING ARCHIVES REVEALS AN EVOLVED NEW SEASON OF MONCLER RE/ICONS

Four iconic archive styles – the Karakorum, Verone, Himalaya, and Tibb – are reimagined for a new generation, joined for the first time by a curated selection of full-look ready-to-wear designs.

Milan, October 5, 2026 – Moncler Re/Icons celebrates the archival pieces that have made Moncler, Moncler. Bringing together two defining pillars of the brand – timeless iconicity rooted in its heritage and the adventurous spirit of alpinism – the 2026 collection explores a dialogue between past legacy and the pursuit of new heights.

Moncler Re/Icons 2026 revisits four styles from Moncler's pioneering past, from the first expeditions of the 1950s to the cult classics of the 1980s, boldly reinterpreted for a new era. Archive imagery tracing the brand's alpine culture and commitment to outfitting expeditions – including shots of legendary alpinist and early brand collaborator Lionel Terray, alongside a film celebrating Moncler's early innovations, from puffy sleeping bags to world-class mountain equipment – sets the scene for the winter season's overarching narrative theme of "Pioneers in Moncler with Extraordinary Dreams."

The latest expedition into Moncler's design legacy brings the Karakorum, Verone, Himalaya, and Tibb into the here and now, while remaining rooted in where it all began: the mountains. It is a story of exploration, elevation and extraordinary dreams – a pioneering spirit carried forward from the explorers who came before for those creating their own moments today. The collection will be previewed during Paris Fashion Week on October 5–6, in Il Rifugio, an exquisitely renovated private space within Moncler's Champs-Élysées store.

The jackets feature a sophisticated camaïeu color technique, creating an elevated finish through the layering of different tones within the same color family. Inside, Vittorio Sella's iconic photograph of K2, captured in June 1909, is rendered as a label, symbolizing Moncler's pioneering mountain heritage. Reimagined iconography and metal logos attached to the pockets draw inspiration from vintage alpine souvenir pins.

For the first time, Moncler Re/Icons expands beyond outerwear with a collection of full looks, including windbreakers, T-shirts, pants, and skirts. The offering is completed by cozy beanies and balaclavas, silk-twill foulards, and titanium and leather sunglasses inspired by vintage climbing goggles.

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FOUR ICONIC DESIGNS

The Karakorum. Born in 1954. Re/Iconized in 2026.

In 1954, Moncler created the Karakorum jacket to equip Achille Compagnoni and Lino Lacedelli as part of the Italian expedition that achieved the first successful ascent of K2, the world's second-highest mountain. A history-making icon was born and has remained treasured in the brand's archives ever since.

The ultimate expedition parka, originally crafted from down-insulated raw cotton, is reimaged in glossy 10-denier micro ripstop in a cocooning yet lightweight silhouette. Signature details include a double snap-button front, removable hood, drawstring coulisse, internal shoulder straps for backpack-like portability, and a large chest pocket bearing the redesigned Re/Icons logo. Available in black, red and petrol-blue for men, and black and purple for women.

The Verone. Born in the 1980s. Re/Iconized in 2026.

Launched in the 1980s, the Verone jacket became emblematic of Milan's Paninari, a youth movement that emerged around the city's cafés and fashion scene. Known for their distinctive, aspirational style, the Paninari embraced the puffer jacket as a defining piece of their metropolitan uniform, bringing the spirit of the mountains onto the streets of Milan.

Reimagined for a new generation, the relaxed-fit style is crafted from lightweight matte micro cotton. It features a pullout hood, zip closure with a buttoned storm placket. A fresh, modern color palette includes pastel pink, lilac and black for women, alongside navy, gray and black for men.

The Himalaya. Born in 2009. Re/Iconized in 2026.

Since its debut in 2009, the Himalaya short down jacket has become one of the brand's most iconic and enduring designs, evolving into the signature Moncler Maya. Its design draws on Moncler's expedition legacy of the 1950s, when the brand outfitted French explorer Lionel Terray for his historic first ascent of Makalu in the Himalayas.

Re/Iconized in 2026, the Himalaya is crafted from a soft matte cotton-nylon blend in a relaxed fit, retaining and refining its original features, from the drawstring hood to the iconic logo patch sleeve pocket. Presented in off-white, brown, navy and black for men, and off-white, brown, pastel pink, navy and black for women.

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The Tibb. Born in the 1980s. Re/Iconized in 2026.

The original '80s Tibb vest has become an instantly recognizable Moncler staple. Reimagined for today while retaining its signature hallmarks, the oversized sleeveless gilet is crafted in reversible recycled matte Longue Saison or wool gabardine. An enduring classic, it features signature boudin quilting, a double-zip closure with heritage round pullers, and a metallic chest logo. Offered in timeless black, gray, white and caramel for men, alongside white, pale pink, caramel and black for women.

THE ALPINE DIARY

Past and present meet in Alpine Diary, a special book conceived through the language of a personal mountain diary. Fragments, impressions, images and thoughts trace a journey through Moncler's pioneering legacy, connecting the physical act of exploration with the emotional experience of the mountains.

Written from the perspective of a fictional 1950s explorer, it combines handwritten diary entries and black-and-white archive images of historic ascents that helped shape Moncler's pioneering role in technical mountain equipment. The archival imagery is juxtaposed with dynamic color photography of the Moncler Re/Icons 2026 collection. Intimate and evocative, the book becomes a visual archive of exploration – a record of where Moncler began and a reflection on the extraordinary dreams that continue to drive the journey forward.

Download the full Alpine Diary here: <https://www.moncler.com/wlink/page/alpine-diary>

MONCLER'S SEASON OF ALPINE PIONEERS ENTERS THE WORLD OF CINEMA

The pioneers that have shaped Moncler's alpine heritage enter the world of cinema in *Bianco*, the brand's first feature film collaboration, directed by Daniele Vicari and starring Alessandro Borghi as legendary climber Walter Bonatti. In keeping with Moncler's Fall/Winter season theme, "Pioneers in Moncler with Extraordinary Dreams," the film draws from the brand's mountain archives through a recreation of the iconic Karakorum jacket, originally created for the pioneering 1954 K2 expedition. Worn by the cast of explorers in *Bianco*, the recreated jacket brings a piece of Moncler's archive to the screen, connecting the brand's history in the mountains with the story of one of mountaineering's most unforgettable and touching expeditions. Produced by Be Water Film with Rai Cinema, The Project Film Club and Tarantula, *Bianco* will be distributed in Italian theaters in 2027 by 01 Distribution, with Rai Cinema International Distribution handling international sales.

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The Moncler Re/Icons collection will exclusively pre-launch at the Paris Champs-Élysées store on October 8, followed by a dedicated pop-up at Tokyo's Isetan department store and pre-launch at Moncler Fifth Avenue on October 14. The collection will then launch globally at select Moncler stores and on moncler.com on October 15.

Founded in 1952 in the French alpine village of Monestier-de-Clermont, Moncler has evolved from its storied mountain heritage into a brand shaped by creative and cultural exchange, continually expressing a unique point of view.

Rooted in an authentic outdoor heritage that remains a constant source of inspiration, Moncler is driven by a spirit of innovation and energy, which spans three distinct dimensions: Moncler Collection, the signature line defined by warmth, emotion, and refined design; Moncler Grenoble, the mountain and outdoor dimension that lives at the intersection of high performance and high style; and Moncler Genius, a boundary-pushing platform for co-creation, bringing together a global community of creators and dreamers.

Headquartered in Milan, Italy, Moncler operates through a blend of directly owned facilities and a curated network of partners, offering its collections through directly operated physical and digital stores, as well as select multi-brand retailers and department stores worldwide.