



**A LEGACY EVOLVES:
MONCLER GRENABLE CELEBRATES ITS FUTURE HERITAGE IN ASPEN**

Rooted in a DNA that dates back to its origins in the 1950s, Moncler Grenoble Fall/Winter 2026 looks both to the future and to a legendary past

Aspen, February 1, 2026 – Unveiled amid the moonlit peaks of the Rocky Mountains, where performance meets elegance and pristine mogul mounds frame the scene, Moncler Grenoble Fall/Winter 2026 stepped onto a snow-covered runway with a collection inspired by the past and shaped for the future. A culmination of two days immersed in Aspen's snowbound experiences, the brand's global community convened to witness the latest expression of the Moncler's dedicated mountain dimension. Rooted in a legacy that dates back to 1952, this story is informed by decades of life lived in the mountains - a vision that looks back to move forward, defining its own future heritage.

In the wild beauty of Colorado, Moncler finds a symbolic destination with a shared trajectory. A town that found its footing in the 1950s, Aspen evolved into a sport, lifestyle and cultural capital with the mountain at its heart and snow in its soul. Guided by founding principles shaped by the peaks and an ever-present heritage, Moncler Grenoble and Aspen are a match made in the mountains.

Moncler took its first steps crafting quilted sleeping bags and anoraks for mountain workers, later outfitting the world's first ascents of some of the most challenging peaks and laying the foundation of its mountain legacy. At the same time, Aspen emerged as a premier ski destination, drawing athletes alongside writers, architects, bohemians, and Hollywood icons, transforming the mountain into a hub of ideas and creativity, attracted by luminaries of culture and global tastemakers as much as skiers.

Last night, the two came together to unveil a vision for mountain living where past and future coexist. After a day of skiing, snowboarding, and snowshoeing, guests donned helmets once more for a nighttime ride through the forest, the only fitting mode of transport: snowmobiles. Fully immersed in Aspen's breathtaking outdoors, models navigated snow moguls in looks designed for the terrain, while light projections of alpine trees danced across surrounding woodland, symbolizing the meeting of two distinct yet kindred worlds.

THE COLLECTION

The collection is shaped by a convergence of strong inspirations, ranging from the vast landscapes of Colorado and the refined elegance of 1950s America to Moncler's high-performance, high-style heritage. Reimagined through advanced technical expertise, an elevated design sensibility is found where innovation and tradition converse in harmony and heritage meets a modern language.

Mountain culture, both American and European, comes together to create something richer than the sum of its parts, defining a lifestyle for both on and off the slopes, formed by an unwavering love of the outdoors.

Authentic expressions of nature and its summits are infused throughout the collection. The Aspen leaf - an emblem of place and the outdoors - appears across prints, quilting, dimensional knitwear, embroidery, laser-cut patterns and jacquard, grounding each piece in its setting. Colorado's landscapes, shifting light, and outdoor pursuits inform the color palette, functional details, and rugged fabrics like waxed cotton.

Echoes of 1950s America, when the time's strong aesthetic began to influence the global fashion psyche, run through the collection, imbuing a sense of timeless elegance. Classic jackets, shaped by the refinement of the decade's silhouettes with cinched waists and rounded volumes, are reimagined with down quilting. The era's innate sense of style - when performance wear relied on wool, cotton, and natural materials - is reinterpreted through Moncler Grenoble's innovative technicity, uniting the brand's authentic commitment to warmth, protection, and functionality with pieces naturally evoking beauty and sophistication.

An artistic, hand drawn map of Aspen, featuring its places, wildlife, and rituals, unfolds across foulards, ski-jacket intarsia, and enveloping blankets. American plaid becomes a symbol of indoor-outdoor living, worn with technical denim. Jackets feature reinforced shoulders with western-style piping - both aesthetically pleasing and practical for ski carrying, while laser-cut fringe details further enhance this mood.

Plush long-haired shearling is the protagonist of elegant, lightweight silhouettes that deliver exceptional warmth. Knitwear further elevates the collection's elegant sense of coziness, evident in the plush textures of jacquard, mouliné, and refined tailleurs.

The brand honors its European roots through traditional alpine materials and a language of refined fabrics, with loden taking center stage as a material deeply embedded in alpine life and tradition, alongside textured tweeds. Delicate hand-stitched floral embroidery tracing

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collars and trouser pockets echoes the quiet poetry of traditional mountain dress, where function and beauty have always moved as one.

High-performance ski and snowboard gear remains at the heart of the collection, shaped by decades of experience outfitting winter-sport enthusiasts and world-class athletes. Waterproof, windproof, and breathable constructions are engineered to move effortlessly across the mountain, meeting the demands of its most challenging terrain. The brand's signature technical equipment is further elevated through a renewed collaboration with Moncler Grenoble brand ambassador Shaun White's WHITESPACE, introducing a new colorway of the co-designed snowboard. Across technical ski suits, protective performance fabrics are softened by expressive details – delicate florals, the Aspen leaf, and imagined maps of Colorado – bringing a sense of play and place to garments designed for the extremes.

Guests in attendance included Moncler Grenoble brand ambassadors Gus Kenworthy, Richard Permin, Nic von Rupp, Shaun White, and friends of the brand Alessandra Ambrosio, Mackenyu Arata, Daniel Arsham, Penn Badgley, Bianca Balti, Odell Beckham Jr., Arnaud Binard, Orlando Bloom, Alessandro Borghi, Adrien Brody, Vincent Cassel, Kevin Costner, Leah Dou, Isabeli Fontana, Joaquin Furriel, Izabel Goulart, Mai Ikuzawa, Zhang Kangle, Jennie Kim, Tobe & Fat Nwigwe, Aubrey Plaza, Jordan Rand, Emily Ratajkowski, Kelly Sawyer, Maria Sharapova, Tessa Thompson, Jenny Tsang.

To coincide with the Fall/Winter 2026 brand experience, Moncler Grenoble opened its first American flagship in Aspen, conceived as an immersive environment inspired by the local landscape.

Moncler Grenoble extends its warmest gratitude to Aspen One for their continued collaboration, and to local Aspen authorities for their insights and invaluable support.

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 *façonniers*, and distributes its collections through its boutiques and digital stores, as well as selected multi-brand doors, department stores, and e-tailers.

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