



MONCLER AND UNICEF ANNOUNCE THE 'WARMLY MONCLER FOR UNICEF' PROJECT TO SUPPORT CHILDREN AROUND THE WORLD DURING WINTER

Milan, 5 January 2018 – Moncler and UNICEF announce a partnership to support children who need help and assistance the most. Through the 'WARMLY MONCLER FOR UNICEF' project, children from around the world and their families, will receive clothing and dedicated winter kits to protect themselves against cold weather.

Globally, millions of children live in situations of extreme emergency and they require almost everything: food, water, adequate clothing, health care, a safe place to stay. During winter, without access to heated shelters, blankets and warm clothes, many children and their families struggle daily for survival.

"UNICEF has always played a fundamental role in safeguarding lives of millions of children in the world and to be by their side in this project, is a source of great honour and pride for Moncler", comments Remo Ruffini, President and CEO of Moncler.

The 'WARMLY MONCLER FOR UNICEF' project will guarantee winter kits for many children and their families containing items such as thermal blankets, hats, gloves, scarves, shoes and socks; fuel to heat homes, schools' classrooms and spaces where children can play; and life-saving aids such as food, clean water and medicines.

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. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler, through its boutiques and in exclusive international department stores and multi-brand outlets

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