



LEICA & MONCLER: A PHOTOGRAPHIC PROJECT BY FABIEN BARON

The challenge of the ice fields, absolute cold. The encounter with nature and the challenge of sport which repeatedly put resistance levels to the test. Moncler designs its garments to be able to stand up to these extremes, thousands of kilometres away, in places that are vastly different to the places in which fashion is conceived.

Moncler and nature: two worlds that constantly renew the ways in which they combine, through different initiatives that express a profound awareness which has not changed over the course of time.

Balancing art and technology, Moncler has customised the new Leica X "Edition Moncler" while Fabien Baron shot, with Leica cameras, a series of photographs in Greenland that will become an exhibition and will be unveiled in London at Sotheby's on 14th October, during Frieze Art Fair.

"Since 1952 the foundation year of Moncler, innovation has been the main asset of the brand. Matching technical excellence with aesthetic research is at the core of Moncler, the Leica & Moncler project is strictly linked to this distinctive feature of the brand. I am so proud of this new collaboration; a 360° project starting from Leica hi-end technology, through to the art photography and the creativity of a visionary artist as Fabien Baron, landing to Greenland to catch the spirit of Moncler, the magnificence of the ice. I thank Fabien for the solemnity of his pictures capturing the world of Moncler", Remo Ruffini, Moncler President.

This complex and coherent project reflects the most deep-seated identity of the brand through the high technology used by Leica. The project has been entrusted to the photographic creativity and visionary artistic talent of Fabien Baron, taking in the landscapes of Greenland as it does so.

It is a land of water and glaciers that reach down to the sea. It's a world only barely possible, expressed with the precision of a language which has four different word roots for expressing the concept of snow, and four more for ice.

In the enchanted landscape of Greenland, Fabien Baron crosses the threshold of this land of ice and cold, of night time and silence, when everything is white and the ice slides towards the waves.

Following its debut in London, the exhibition will travel to New York. For those who wish to try their hand at photography, the Leica X "Edition Moncler" model will be on sale from October in all the main Moncler flagship stores, ecommerce at moncler.com and in Leica Stores & Boutique globally.

About Moncler. *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 Moncler clothing and accessories collections Moncler Gamme Rouge, Moncler Gamme Bleu, Moncler Grenoble and Moncler Enfant through its boutiques and in exclusive international department stores and multi-brand outlets.*

About Leica Camera. *Leica Camera AG is an internationally operating premium-segment manufacturer of cameras and sport optics products. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal. The company operates branch offices in England, France, Japan, Singapore, Switzerland, South Korea, Italy, Australia and the USA. New and innovative products have been the driving force behind the company's positive development in recent years.*