



MONCLER: A TRIBUTE TO NEW YORK

Moncler is opening its first American flagship store in the heart of New York City, in prestigious Madison Avenue, with a second location in Prince Street, Soho. The brand wants to pay homage to the Big Apple in its own famously creative experimental style. Like all other Moncler locations, the over 600 sqm boutique in Madison Avenue was designed by the French architects Gilles & Boissier. Its inauguration event on 16 November 2016 will be all stars and stripes.

Moncler's tribute to NYC will be expressed through the brand's iconic duvet jacket, which will become an art installation designed by Thom Browne and decorate the background of the boutique. The installation "USA Flag", 2016 by Thom Browne, consists of 28 special edition jackets designed by the stylist with top quality materials and fine details, having the American flag as their common theme. The individual jackets - all the same model but different from each other - will collectively create a mosaic on one wall of the NYC flagship store. Each of the 28 duvet jackets, unique and numbered, will be sold for charity on-line at moncler.com benefitting Robin Hood, New York's largest poverty-fighting organization. The entire Moncler Special Collection designed by Thom Browne, features jackets, cashmere sweaters and other special items bearing the charm and strength symbolized by the American flag. All items will be available only at the Madison Avenue boutique alongside the exceptional art-concept.

The message of Moncler's love, admiration and respect for New York continues in an intense short Musical Film by the celebrated New York Director Spike Lee. Its strong bright plot threads through five minutes of an extraordinary Mix of Fluid Rhythms, the Musicality of Ska and Funky Echoes. The Music is modeled after the sounds of the City, in its infinite Contradictions and Beauty, with its magical atmosphere, engaging and evocative. This approach to storytelling weaves a passionate emotional tale about the Big Apple's Mix and multiplicity of Souls, its Multi-Ethnic Flavor. "I deeply believe," Spike Lee stated, "that New York City is The Greatest City on this God's Earth. I am A Storyteller. And I decided to Film on a sweltering muggy August day, probably the Hottest Day of The Year."

The title of the Short Musical Film, starring Dancers Lil Buck, John Boogz and Damaris Lewis, is "Brave" and it comes from The Lead Song "Brave Suffering Beautiful", from the Off-Broadway Musical "Total Bent" by Stew & Heidi Rodewald. The Short film, a meaningful melting-pot of Powerful Images, Words and Music, is Joyful, Dynamic and Poetic, hypnotically interweaving soft and sinuous folds and fragments of the essence of New York; even managing to capture the blazing heat of life in this city that is like no other on Earth.

Through the eyes of Spike Lee, the Short film brings to life Moncler's emblematic tribute to the Multi-Faceted Eclectic Beauty and inexhaustible Life Force of this City on The Hudson, its unique power to Attract, Inspire and Change. The Film begins with Spike Lee reciting The Sonnet "The New Colossus" by the American poet Emma Lazarus, inscribed on a Bronze Plaque on The Pedestal of the Statue of Liberty, the renowned Symbol of Peace and of The Strength and willingness to Welcome, to Amalgamate, to Thrive, to Reinvent itself as a True Community of The Future. "Lady Liberty's Flame," concluded Spike Lee, "welcomed millions of people arriving in the United States of America. Their first step onto American soil was in New York City. I hear that in this song, "Brave Suffering Beautiful", which holds the essence of what it means to be an American in this particular period in time."



Two distinct and unmistakable artistic visions, Spike Lee's and Thom Browne's, offer two unique and diverse ways of approaching the same theme. The underlying relationships and affinities come together in the film in the final scene where the director appears wearing the duvet jacket created especially for the film by the designer.

This tribute to NYC is a creative feat, which applies two perfectly independent visions to express timeless art through shared modern symbols and vibrant language. Once again, Moncler's exceptional ability to express life through art is made apparent in this collaboration, a kaleidoscope of interwoven aesthetic images and cultural symbols telling a real modern-day story. Moncler's flagship inauguration is both classically Moncler and buzzing with innovative creativity.

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.

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