



**ADVERTISING CAMPAIGN
MONCLER FALL/WINTER 2015-16**

The Moncler Fall/Winter 2015-16 advertising campaign, narrated with a fairytale inflection, is drawn straight from Nordic sagas and traditional Russian and Slavic folklore. For the second time, the advertising campaign for Moncler will bear the name of outstanding American photographer Annie Leibovitz. The two starring models are brother and sister; in Moncler's fairytale they are twins, but in real life they are Lucky and Pyper Smith - Lucky is the bass player of the band "The Atomics", alongside sisters Pyper, Starlie and Daisy.

The Moncler universe has once again opted for a different, innovative angle with this form of communication. It expresses itself through a narrative plot whilst revealing itself through an organic vision of storytelling, immersed in a fairytale, fantasy atmosphere. One image after another, the tale is told as a whole, as opposed to adopting the more usual isolated and concluded frames. An autonomous and articulated branding vocation which places itself well beyond the realm of the classic product campaign.

The references are clear-cut and evocative. In fact they range from atmospheres taken from Tolkien's great novels to Hans Christian Andersen's "Snow Queen", right down to the Russian mythological figure and Slavic heritage of the "Baba Yaga" genre. Moncler embraces the unique approach of the project, seeking a creativity that is unhindered and unlimited. The location in south-eastern Iceland is a breathtaking one. Incredible landscapes, often preserved from any testimony or human intrusion, flow one after another in a stirring display. Then there are breathtaking waterfalls and colossal ice formations, magnificent wind-sculpted rocks, glaciers soaked in light, dazzling, dream-like winter beaches lapped by a sea that is pure metaphysics. The leitmotif throughout is snow and ice. Glassy transparency and snow-white surfaces are at times scattered with the black lava dust that erupts from the many local volcanoes.

The happy ending of the fairy tale is transformed into a sort of exorcism, representing the cathartic thaw of pathos thanks to the inevitable force of love. It occurs with a hint of springtime in the air, with the wind of rebirth blowing amidst nature which is finally reawakening amidst soft moss and blankets of lichen. It is a palette which, leaving behind the countless shades of white underscored by greys and black, feeds off green and brown hues shot through with a liquid, all-enveloping golden light, with a consistency verging on pictorial or cinematographic. A journey for two into the heart of adventure, experienced against a suspended and timeless, almost allegorical backdrop; one that could perhaps be transposed into the realm of dreams. It is another emblematic journey which tackles and assimilates nature, although we quickly realise it is not the stage upon which the events are played out, nor is it designed to act as a mere backdrop for the action. The landscape is entirely given over to the lifeblood of nature and actually plays a leading role. A mutual, heartfelt relationship with nature which has always embodied the Moncler approach.

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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