



## MONCLER ANNOUNCEMENT

Moncler will mark a leap forward starting with 2018. The driving force behind this singular, energy-filled journey is creativity, combined with an ongoing quest for uniqueness which engages the public with a direct, immediate approach.

The hub of this project is Milan.

On the evening of the 20<sup>th</sup> of February at 7pm, Moncler will officially be opening the Fashion Week and unveiling the Moncler Genius Building, the material and symbolic fulcrum of the brand's new approach.

It is a significant and strategic decision, made possible by the partnership with the Camera Nazionale della Moda Italiana. Its aim is to mark a starting point, but also to underscore the pivotal nature of Milan within the system, as a hub of innovation and design.

An important new landmark for Moncler, which will be seeing in 2018 with the launch of this new project.

The future of Moncler starts now!

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*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.*

### **MONCLER SPA**

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