



MONCLER FALL/WINTER 2016-17 ADVERTISING CAMPAIGN 'A SURREALIST FANTASY'

Moncler is once again entrusting its official campaign for the coming F/W 2016-17 season to the photographic lens of Annie Leibovitz.

The brand's ongoing relationship with Annie Leibovitz is based on a common vision of creative experimentation. In the forthcoming Fall/Winter season, this relationship is revealed through a spellbinding sequence of particularly evocative shots.

Weaving a tale from a fantastical viewpoint, the shots feature an imaginary world which brings the natural world together with a language of surrealist inspiration. The result is a unique story, and one which draws on the world of fantasy, whilst overlapping once again with elements inspired by Nordic sagas. Snow and cold are the very cornerstones of the brand, and here they provide the backdrop for all the images, whilst nature itself is transformed into a fairytale environment to be experienced and lived.

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.

MONCLER SPA

Via Solari 33, 20144 Milano [P] +39 02 42203500 [F] +39 02 4220451