



## MONCLER LAUNCHES OFFICIAL ACCOUNT ON 'LINE' APP

Moncler continues to experiment and redefine its codes of communication, enhancing the brand's social media visibility by launching an official account on 'LINE', a global messaging service most popular in Japan and other countries of the Asian Pacific Region.

In line with Moncler's brand philosophy of identifying and setting trends with individual and unrestrained messaging, the new virtual destination will offer a unique brand experience tailored to Moncler's Japanese customer base – allowing users to access brand news and brand movement immediately and with ease.

In celebration of the launch, Moncler has created a collection of exclusive stickers available to download free of charge for the official account's friends. The assortment features the 'MonDuck', Moncler's iconic duck drawing as well as Moncler's trademark heroine, who offers users 8 different emotions/actions: Good, Happy, Love, Like, Tired, Sad, Regretful, and in keeping with Japanese culture, the Bow, a gesture of respect and appreciation.

In the digital world of LINE, stickers are like a body language of texting, used as a mode of expression in conversation - illustrations that can be inserted into text-based dialogues. Through stickers, users are able to convey a range of emotions and situations that would be difficult to express via text.

Moncler's social media and digital platforms which include Instagram (@moncler), Facebook (Moncler), Twitter (@moncler), YouTube (Moncler), Google Plus (Moncler), Pinterest (Moncler), Facebook Japan (Moncler Japan), Twitter Japan (@monclerjapan), Weibo (MonclerChina), WeChat (MonclerChina), Youku (MonclerChina), have experienced recent considerable growth and the launch of Moncler's official account on LINE further enhances the brand's digital presence and audience reach.

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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 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**

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