



MONCLER SUPPORTS amfAR's AFTER PARTY FOR CINEMA AGAINST AIDS

May 2015 — On May 21, during the Cannes International Film Festival, Moncler will be supporting amfAR's 22nd Cinema Against AIDS event at the Hotel du Cap-Eden-Roc in Cap D'Antibes. This is the third time the Cinema Against AIDS After Party will be presented by Moncler.

The Cinema Against AIDS gala is the most anticipated event of the festival, due to the presence of many international artists and stars who support amfAR. Carine Roitfeld will curate a fashion show of one-of-a-kind looks from the biggest international designers and brands, including Moncler Gamme Rouge, which will be auctioned off over the course of the evening to benefit amfAR.

As in previous years, the Moncler sponsored After Party will take place on the Eden-Roc's breathtaking terrace, set amidst the rocks and sea along one of the most celebrated stretches of the Cote d'Azur. A marine theme will be the source of inspiration for Moncler's set up, as it pulls off an extraordinary encounter between technology and nature.

Remo Ruffini, the Chairman of Moncler, commented: "For the third time, Moncler is taking part in the fundraiser for amfAR's 'Countdown to a Cure' project, the goal of which is to find the scientific basis for a cure for AIDS by 2020. amfAR's work has enabled outstanding progress in terms of research, prevention and education, all of which has increased my enthusiasm for our participation in this incredible event even more".

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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