



## MONCLER K2 2014–60 YEARS LATER

Today, as in 1954, Moncler is supplying the “K2–60 Years Later” expedition team with the technical equipment for the expedition celebrating the Italian conquest of K2 60 years on. The climbers attire has been inspired by the Moncler Lionel Terray Collection, on sale in the mono-brand boutiques from October onwards. Six high–protection jackets will feature an austere aesthetic inspired by functionality. Now as then, the mountain experience also becomes a style experience.

In 1954, Italians Lino Lacedelli and Achille Compagnoni climbed K2, conquering the second-highest mountain on the planet, at 8,611 metres. For this feat verging on the impossible, the team was kitted out with Moncler down jackets, taken to a high standard of specialisation by Lionel Terray, the French mountaineer who has been a key figure in the brand’s history. Sixty years after, the feat is being repeated: Italy and Pakistan are together once again, with Moncler, on K2.

The “K2 2014–60 Years Later” expedition is backed by Evt–K2–CNR. Founded by Professor Ardito Desio and Agostino da Polenza, this organisation has worked in the mountainous areas of the Hindu–Kush–Karakorum–Himalaya for 25 years. Together with the Italian Development Cooperation and the Pakistani authorities, it has helped to create the vast K2 national park. The park has a surface area of 10,000 square kilometres, and its height ranges from 2,500 and 8,000 metres. To promote the outstanding Central Karakorum National Park project, of considerable socio–economic and environmental significance for the region, Moncler has joined forces with Ev–K2–CNR and the Pakistani team, completed by two “Italian mountaineering ambassadors”.

The mission, which set out in the middle of June, will also be taking part in the Keep Karakorum Clean campaign, by carrying out clean–up operations in the high–altitude camps of K2. We need only think that from 2005 to the present day, thanks to these initiatives, 40 tonnes of waste have been collected, and 12 toilets have been installed on the glaciers. The same projects have also trained 70 high–altitude porters, of whom over thirty specialise in mountain rescue, and around 200 trekking guides.

---

*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 collections marry the extreme demands of outdoor life 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

PRESS OFFICE VIA SOLARI 33, 20144 MILANO +39 02 42203500 MONCLER.COM