



MONCLER. PASSION FOR SPORT SEASON 2

The journey into the sporting universe of Moncler Grenoble High Performance continues with the second season of the “Moncler. Passion For Sport” project. This enthralling journey touches on various sporting disciplines by looking at the stories of their protagonists. Men and women of outstanding passion, of the utmost dedication and tenacity.

Conceived in 2015 with the first four video-documentaries dedicated to as many extraordinary athletes, to their lives, the constant challenges they face and the tireless quest to exceed their own limits and progressive goals, “Moncler. Passion for Sport - Season 2” again reiterates the sporting spirit of the Franco-Italian brand. The film narration features live sounds and sensations. They are highly dynamic, participated and stirring films, the real theme of which revolves around a blend of courage, concentration and sacrifice.

Moncler Grenoble’s heritage is constantly being re-thought, re-invented and defined thanks to the brand’s forward momentum in the research field. First and foremost, the brand identity stands for snow. And the docu-films, both shot in Mammoth Mountain in California, respectively focus on the winter sports of snowboarding and skiing.

The athletes telling their stories only wear Moncler Grenoble High Performance garments. At times, as in the case of Russian snowboarder Iouri Podlatchikov, they have been made with their direct contribution and consultation. The outfits have been constructed with a technicality clearly inspired by the skiing world, suitable for skiing even on the harshest summits, where research always serves the purpose of function. They also harness technical aspects from the Limited Edition for skiing, conceived in a partnership with Swiss-based zai and the new Moncler Snow Helmet by Kask, two companies of outstanding quality in their own specific sector globally. The High Performance sphere is a particular aspect of Moncler Grenoble geared towards achieving the utmost technicality, where all-round performance is key.

Moncler. Passion For Sport – Season 2 / Episode 1 - SNOWBOARDING

Iouri Iourevich Podladtchikov, a Swiss-naturalised Russian, was born in 1988 and won an Olympic medal at Soči in 2014 and the world Halfpipe championship in 2013 at Stoneham. Halfpipe and Big Air are the categories in which he leads the pack. Iouri grew up in Davos; he seems to fly on the snowboard, which almost becomes a natural physical extension of himself. His silhouette stands out against a backdrop of immense, magnificent yet solemn snowscapes. His ability to concentrate and immerse himself in his inner lifeblood becomes a mantra, like a form of meditated abstraction. “With Moncler,” Iouri confirms, “we instantly reached an understanding and the perfect partnership, from every viewpoint, particularly the technological angle”.



Moncler. Passion For Sport – Season 2 / Episode 2 - SKIING

Skiing is the best-known and most traditional of the snow sports. For "Moncler. Passion for Sport – Season 2" it takes form in Lindsay Frensz and Nate Bevacqua. Their trajectories on the dazzling white surface weave together a powerful speed dynamic and, at the same time, a mark of harmony and profound mental communication in which one mirrors the thoughts of the other. Neither can live without skiing, their true passion. Since childhood they have loved nature, trees and rivers, unspoilt places and the great lakes. But only after successfully practising a number of sports did they decide to dedicate themselves entirely to skiing, becoming instructors and tutors, whilst at the same time embarking on an outstanding and highly independent educational adventure.

The videos of Season 2 "Moncler. Passion For Sport" will be online from November 2016.

For more information: moncler.com/passion.for.sport

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