



## THE CULT OF MONCLER IN LEATHER

Launched the Fall/Winter 2008, the Moncler Longue Saison project has, over the years, become a cult for the brand, the product that best represents the outstanding craftsmanship of the Maison when it comes to light down jackets. The Moncler Longue Saison is particularly lightweight and versatile, making it the down jacket for all occasions. It is perfect for all seasons, made from breathable fabrics with a lightweight finish.

The Moncler Longue Saison collection has now being increased to include a series of new styles made from the finest, lightest ultra-soft nappa leather just 0.3 millimetres thick. The result sees the Moncler Longue Saison Cuir, a sophisticated, ultra-contemporary garment created thanks to the brand's ongoing research into the many facets of technology and creativity.

The launch of the Moncler Longue Saison Cuir represents a natural approach for the brand, whose use of down places it firmly above and beyond fashion. The versatile garments are designed to combine form and function in keeping with a concept of individual style that surpasses any trend and any period of time, are tailored to those that use them in an ongoing combination of style and technology.

Each of the Longue Saison and Longue Saison Cuir models corresponds with a special "down coefficient" obtained with the direct injection of down filling which makes it possible to achieve the best in terms of silhouette, volume, insulation, fit and comfort. It is a complex and painstaking part of the production process as each part of the garment, even the very smallest one, needs a different amount of down.

The colour range of the Moncler Longue Saison Cuir offers a range of purely masculine hues for men: from black to midnight blue, down to forest green and cognac. Distilled, romantic pastel shades feature for the women's collection, which brings together precious nuances in cream, pink pale blue and coral.

The Moncler Longue Saison Cuir features models in both smooth and perforated and print nappa, the thinnest and most refined type that can be processed without it being torn during stitching. The natural tanning finished with talcum powder during the finissage process gives the leather transparency and dynamic depth, enhancing it with a velvety, ultra-soft texture.

The lines are geometric, slender and decidedly figure-hugging, combining vintage inspiration with a lust for the future.

The Moncler Longue Saison Cuir collection is on sale from late January 2015 exclusively in Moncler single-brand boutiques in all the most important cities and ski-resorts worldwide, or online at [moncler.com](http://moncler.com).

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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.*

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