



MONCLER | DESTINATION HONG KONG

AN ART-PERFORMANCE INSTALLATION TO CELEBRATE THE OPENING OF
THE NEW FLAGSHIP STORE AT HARBOUR CITY

On November 16th, Moncler paid tribute to the ever-changing city of Hong Kong with a flash art-performance installation: Moncler | Destination Hong Kong to celebrate the brand's renovated flagship store at Harbour City in Canton Road.

Destination Hong Kong is the latest chapter in Moncler's considerable history of collaborations that interweave the language, imagination, and inspiration of contemporary creatives with the brand's signature vision and style. The vitality and mix of different cultures in Hong Kong, coupled with the storied energy, theatrical urban fabric and futuristic skyline of the Asian metropolis make it an ideal setting for this unique artistic performance - another moment in the brand's continuous engagement with the contemporary cultural landscape.

A multitude of more than 10,000 Mr. Moncler - the brand's symbolic ambassador in 19-inch statuette form, a product of pop culture and humor - has been positioned in several key locations in the city, bringing the streets to life and 'interacting' with passers-by.

This project is an artistic tribute that Moncler has dedicated to the residents of Hong Kong who will have the opportunity to actively participate in the event. This art-performance with Mr. Moncler as its flag bearer, will acquire an emblematic meaning. Starting out from five symbolic locations around the world - *Tokyo, St. Moritz, Melbourne, Berlin, Los Angeles* - Mr. Moncler will figuratively reach Hong Kong with the aim to reduce the distances separating these cities, as if to celebrate the multicultural and universal message of art which has no boundaries. The symbolic cities are represented by road signs, evoking those found in the mountains; a reference to the brand's origins.

This global road map becomes the visual leitmotif of the event, reproduced in the new boutique's windows, as well as on the patches quilted on the back of the silver duvet jacket worn by Mr. Moncler and, finally, in the limited edition collection which will be launched exclusively in Hong Kong for the opening of the Moncler boutique.

The Moncler | Destination Hong Kong flash art-performance entrusts a piece of itself, Mr. Moncler, to art and experimentation. Moncler chooses once again to create exceptional experiences by experimenting with a stimulating combination of fashion and art with the courage of a brand that has made uniqueness its distinctive trait for more than sixty years.

The renowned artist Craig Costello, one of the most visionary and inspirational street artists today, will be customizing 350 Mr. Moncler: a limited number of unique pieces that at the end of the performance, will become an instant collectible gift for the people lucky enough to be present in the selected locations.

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“Art has always been a key communication asset for Moncler. With the Moncler | Destination Hong Kong project we have decided to celebrate the universality message related to art, through a combination of expression and imagination. Moncler’s partnership with the artist Craig Costello has allowed us to blend Moncler DNA with the trademark paint-drip aesthetic, resulting in a unique globally recognizable language project”, commented Remo Ruffini, Chairman and CEO of Moncler.

“Moncler is well known for its commitment to quality and style. I’m really happy to have the opportunity to work with Moncler as I share a similar dedication to creativity, working consistently to continue to build a unique story and heritage”, remarked Craig Costello.

For Moncler, fashion beyond trends, is an expression of individuality. Just like art, it is a synthesis of a journey intuition of new synergies between technology and nature, mountains and cities, functionality and aesthetics.

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 clothing and accessories collections under the brand Moncler, 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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