



**zai & MONCLER GRENOBLE
HIGH PERFORMANCE EXCELLENCE**

Since its inception, snow and mountains have been in Moncler's DNA, and it's to them that the brand has dedicated a series of ad hoc collaborations with premier partners from the outdoor sports sector. An integral part of the new Moncler Grenoble High Performance world, this project tells the story of the brand's beginnings and its commitment to 360° performance.

So begins zai & Moncler Grenoble, the new Limited Edition ski collection. The expert design and handcrafted detail of zai - a prestigious Swiss Confederation company, leader in the production of high quality, high performance skis - has merged with Moncler's style in this innovative high-tech line.

Inspired by the classic models made by this Disentis-based company, a small Swiss municipality in the Graubünden Canton, the new zai & Moncler Grenoble line has been completely redesigned to create a unique collection. Invincible savoir-faire defines these beautiful pieces, all numbered and made entirely by hand by specially trained artisans.

The zai & Moncler Grenoble skis are made of an excellent material patented by the brand, innovatively combining traditional artistic design with the most advanced production technologies. Moncler's unmistakable creative and aesthetic vision has been merged with components - like the innovative blend of carbon, steel, aluminum, thermoplastic and rubber - that guarantee exceptionally high-endurance performance, torsion and stability, resulting in a collection of skis perfect for both professionals and enthusiasts.

Available in three sizes, 155 cm., 166 cm., 177 cm., in black matte, zai & Moncler Grenoble skis have "nano high speed race" technology, with a 1.7- millimeter base, thick enough to make them extremely agile and durable.

The skis will be sold together with a special zai & Moncler Grenoble kit, which includes a carrying ski bag bearing the brand logo, carbon ski poles with retro leather grips and a sponge and wax set for upkeep of the surface.

The kit can only be purchase in certain Moncler boutiques, at top ski resorts and in the world's capital cities, or on-line at moncler.com, from November 2016.

About Moncler: 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.

About zai: zai was founded in Disentis, Graubünden, Switzerland in 2003 with a single aim: to build the very best skis in the world. By combining natural and high-tech materials in innovative ways, and blending traditional craftsmanship with cutting-edge manufacturing, zai achieves a level of durability and performance unmatched by any other ski maker. zai's breakthroughs in ski design include surfaces made from natural rubber, felt and acetate, and the world's first ever ski with a granite core. zai skis are available through selected dealers around the world, and enjoyed by skiers of all ages and abilities, from beginners to Olympic athletes. Production is still based in Disentis, where skiing is not just a hobby, but a way of life. www.zai.ch