



MONCLER AND REMO RUFFINI CELEBRATE CREATIVE GENIUS AT THE FASHION AWARDS IN LONDON

London, December 3, 2024 – Last night, Moncler Chairman, CEO, and Creative Director Remo Ruffini was honored with the prestigious Trailblazer Award at The Fashion Awards 2024, hosted at London’s Royal Albert Hall. The accolade, presented by Maria Sharapova, celebrates the very best innovators and creatives in fashion, whose work in the past year has significantly shaped the industry. Ruffini was recognized for his pioneering leadership and creative vision in guiding Moncler through disruptive ideas, such as the Moncler Genius platform for co-creation. The accolade builds on the Business Leader award presented to Remo Ruffini at The Fashion Awards in 2019.

2024 has been a stellar year for Moncler Genius, which unveiled The City of Genius in Shanghai: an immersive metropolis of creativity on an epic scale, platforming a new roster of co-creators from a plethora of diverse industries. Some of those Genius co-creators took their seats alongside Remo Ruffini at the Moncler table at TFA, including Edward Enninful, Lucie and Luke Meier of Jil Sander, and A\$AP Rocky, who was awarded the Cultural Innovator Award for his profoundly impactful viral fashion moments throughout the year, including his Moncler Genius collection preview in Shanghai.

Guests seated at the Moncler table included Edward Enninful, Ellie Goulding (wearing a Moncler x Jil Sander suit and Moncler x Lulu Li jacket), Michèle Lamy, Alec Maxwell, Lucie and Luke Meier, A\$AP Nast, Natasha Poonawalla (wearing Moncler x Jil Sander), Rihanna, A\$AP Rocky, and Maria Sharapova (wearing Moncler x Jil Sander). To close the ceremony, Wizkid performed ‘Troubled Mind’ wearing Moncler + Rick Owens.

Accepting the award, Ruffini thanked the wider Moncler Genius network, stating:

“Thank you jury, thank you Maria for this incredible award
It means a lot to me, to celebrate creativity with you all

Creativity is the language of possibility.
Creativity is stepping into the unknown.
Creativity takes courage.

But more importantly, as Moncler Genius proves,
Creativity is about inspiring and being inspired.

Creativity is about achieving together what you could never achieve alone.
Creativity is not only an individual act.
Creativity is a collective force.
Creativity is the art of dreaming together

Thank you to the genius minds that are with me on this journey.
Thank you for making me dream.”

MONCLER

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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. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.