



MONCLER COLLECTION SPRING 2025

*An elevated new season of metropolitan elegance begins,
set in NYC and embodied by world-renowned New Yorker, Penn Badgley*

Milan, January 16, 2025 – The latest chapter of the Moncler Collection story takes place in New York, embodied by world-renowned actor and NYC resident, Penn Badgley. Penn steps into the lead role, tuned into the pulse of the iconic city he calls home. The wardrobe fits the brief: city driven elegance interpreted by Moncler codes.

Every city variable is considered in modular full looks, made for life in the spotlight, or behind the scenes. A careful palette of tonal beige, navy, gray, and black can be effortlessly applied to the myriad needs and changeable conditions of a metropolitan dress code. *“I remember when a Moncler jacket was, for me, aspirational—so working with them in the city I’ve called home for almost twenty years has been a lovely experience. This collection evokes the simplicity and practicality of an urban uniform, but with a beauty, and elegance, that is unique to Moncler. It’s clean, super comfortable and elevated, like you’d expect”* says Penn of the collection.

The city that never sleeps makes certain demands when it comes to dressing: it’s a 24-hour metropolis than can move at break-neck speed – meaning comfort, ease and durability is required; while a thriving business, cultural, and arts scene inspire sophisticated layers of innovative and luxurious fabrics. Such specifications are the driving force behind Moncler Collection Spring 2025.

In menswear, smart design provides shapeshifting properties, from reversible jackets to coats that become vests with the flick of a zip. The fabric selection boasts supple suede and dreamy cashmere-blends, alongside the line’s signature Airsoft nylon: engineered for an ultra-smooth complexion, as well as everyday functionality. Luxury-infused practicality and classic design are key.

For women, there’s a focus on elegant diamond quilting throughout a refined outerwear edit, with silhouettes nipped at the waist and accentuated at the hips. Duchesse satin and suede play against tweed and boucle in a deft study of texture. Enhanced by special details, smart fabrics, and immaculate design, the ultimate city wardrobe elevates essentials to new heights of sophistication.

Following on from previous collections, shot in Paris and Madrid, and starring actors Arnaud Binard and Joaquín Furriel, the third instalment in the evolving campaign series transports the Moncler Collection narrative to another iconic location: New York. Known for his leading roles in Netflix smash, *You*, and mythic Manhattan-centric series, *Gossip Girl*, Penn embodies the location as a resident, and global star, synonymous with New York. His relaxed confidence and effortless sense of style make him the perfect ambassador for Moncler Collection Spring 2025 – captured in a series of off-duty, paparazzi-style shots.

Moncler Collection Spring 2025 is available now in select Moncler stores and on moncler.com.

MONCLER

Via Solari 33, 20144 Milano [P] +39 02 42203500 [F] +39 02 4220451

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.