



MONCLER GRENOBLE FALL-WINTER 2024

*From the runway, to the slopes: a new collection and global campaign embody
Moncler Grenoble's unique fusion of high performance and high style*

Milan, December 5, 2024 – Moncler Grenoble Fall-Winter 2024, which made its debut at an intimate runway show in the moonlit forests of St. Moritz, slaloms into stores, and is amplified by a global campaign shot by acclaimed photographer Mario Sorrenti.

The collection celebrates the dual soul of Moncler Grenoble: technical high performance and elevated high style.

The line's twin flames are each turned up to full burn, in a show of brilliant technicality and artistic creativity. The collection is made up of garments designed for warmth, comfort, and dynamic protection for intensive outdoor sports; as well as sophisticated pieces geared towards the chicer aspects of après-ski life.

High-performance pieces boast elevated, style-focussed details, fully backed up by technical fabrics, fully-taped seams and integrated powder skirts that effortlessly tackle wind and snow. Unexpected craftsmanship and fabrics, like corduroy or wool flannel, become a protagonist on the slopes thanks to innovative weather-proofing manufacturing techniques.

For women, skiwear is transformed by ornate folk-art embroidery or meticulous quilting techniques inspired by graphic snowflakes. Intricate patchworks of wool, nylon and corduroy – where each unique piece has been cut, refined, down filled, and assembled – present an artful masterpiece of contrasting shades, fabrics and textures.

Après-ski knitwear features hand-made details achieved by weaving thread 19 times on every cross stitch, creating an elevated 3D effect on cardigans and sweaters. Long-hair alpaca wool coats, paired with matching shaggy shearling winter boots and fluffy bags, are made for off-the-slope winter moments.

For men, diamond or chevron quilted ski jackets, inspired aesthetically by intricate ice formations, come in luxurious patchworks of individually cut panels of wool melange, corduroy, and nylon, in a perfect manifestation of Moncler Grenoble's expertise in technicity and craftsmanship.

Specialist equipment completes the proposition, including skis, helmets, goggles and gloves.

For the second time, global brand ambassador and snowboarding legend Shaun White has co-created a Moncler Grenoble x WHITESPACE snowboard, available in select stores and online as a limited edition. Developed to elevate mountain pursuits, the Montano snowboard is engineered with a premium wood core, dual layers of ultra-dense fiberglass, and reticulated carbon-fiber inserts. Its featherlight design redefines responsiveness, agility, and mountain dominance.



Moncler Grenoble Fall-Winter 2024 Campaign by Mario Sorrenti

The unique high-performance, high-style ethos of Moncler Grenoble Fall-Winter 2024 is captured in a new global campaign shot by world-renowned photographer Mario Sorrenti.

The campaign introduces Moncler Grenoble's newest global brand ambassador, Lucas Pinheiro Braathen: a prodigious World Cup champion slalom skier, also known for his innate sense of style. Lucas joins fellow brand ambassadors, three-time Olympic gold-winning snowboarder Shaun White, and Olympic gold winning and five-time World Champion mogul skier Perrine Laffont, in the Swiss Alps to put the latest collection through its paces.

The athletes take flight down the slopes, against the picturesque yet visually striking backdrop of Zermatt's cragged peaks, where the beauty of the mountain becomes part of the cast. The collection's technicity is complemented by a series of portraits that pull Moncler Grenoble's plush new textures and elevated après-ski edit, as well as ski and snowboard wear, into sharp focus.

Moncler Grenoble Fall-Winter 2024 is now available in select Moncler stores worldwide and at [moncler.com](https://www.moncler.com).

Looking to Fall-Winter 2025

Moncler Grenoble Fall-Winter 2025 will be unveiled with a brand experience and a show on March 15, 2025. Further details to be announced.

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.

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