



ALTITUDE AS AN ATTITUDE MONCLER GRENoble LANDS ON ONE OF THE HIGHEST RUNWAYS

Courchevel, March 16th, 2025 – The runway of Courchevel Altiport, the highest airport in Europe, known for its iconic landing strip, turned into a catwalk at 2,008 meters above sea level, immersed in a snowy atmosphere.

The Moncler Grenoble Fall/Winter 2025 show was the high-altitude crescendo of a weekend-long celebration of mountain life and togetherness. The experience took off in the picturesque *Trois Vallées*, where thrill seekers navigated the slopes on skis, snowboards and snowshoes, and chill seekers admired the breathtaking views from local panoramic terraces.

Moncler Grenoble's enduring commitment to reach higher grounds became tangible, capturing the essence of *altitude as an attitude*, but also a passion, a commitment, and a DNA filament, as the brand was born in the mountains.

The altitude on which Moncler Grenoble stands merges high performance with high style. Of the Moncler dimensions, Moncler Grenoble is the one closest to its mountaineering roots, and it's also the one that goes beyond that, in a continuous quest for beauty with function. As a vision of performance luxury, it naturally finds its habitat in altitude, covering all aspects of mountain life, from slopes to après-ski, and everything in between.

Yesterday's experience was not just a show, but an elating evening that began at the iconic Courchevel Altiport, set against a snow-covered landscape with guests fully immersed in a captivating winter ambiance. As night fell, rays of white light formed an airy, domed ethereal space around the runway, giving an intimate feel to the outdoor setting. White, the color of the snow-covered mountains, also enveloped the guests, who sat facing the U-shaped runway wrapped in white duvet capes. A live symphonic orchestra engaged guests in a heightened sensory experience. A finely tuned, violin-led composition amplified the wonder and shared emotion of the moment, blending modern and classical pieces.

THE COLLECTION

Once in altitude, high style not only endured, but soared. The Moncler Grenoble Fall/Winter 2025 collection, presented in 140 looks, draws creative inspiration from a desire to express oneself, in a unique and personal way, remaining true to one's city style while being fully prepared for the slopes.

Shedding the constraints of restrictive palettes, silhouettes, and fabrics usually associated with



technical winter apparel, without compromising on indomitable performance, opened up a new world of possibility, informed by Moncler Grenoble's unique *sartorial tech* approach. Behind the scenes lies rigorous research into material, knits, techniques, surface treatments, construction innovation, artisanal craftsmanship, embroidery, and embellishment. The result is a fantasy line-up of elevated looks, defying the conventions of sport or mountain wear and inspired by the world of tailoring. Finery and finesse meet technical prowess in a vision of mountain life at once adept in style, and formidable on or off the slopes.

The quest for a collection that transports personal style from the metropolis to the mountains, is also reflected in unexpected materials, such as denim and canvas pulled directly from the world of workwear, smart wool in pied de poule patterns taken from formalwear, and even tactile bouclé, which have received treatments and invisible membranes that make them ready for performance. In a feat of technical mastery, ski suits and shells swarm with intricate intarsia, taking atelier savoir-faire into the realm of physical readiness. Knitwear, with all its warmth and snugness, embraces the whole wardrobe, from outer pieces to chunky underpinnings and skirts. Two-piece sets resembling plush tweed and tweed-like fabrics, are in fact made of intricate wool embroideries over nylon laqué micro patchworks. Natural and synthetic shearling add another tactile accent to the collection, draped as full coats, or wrapped around collars, cuffs, or plush handbags.

Standing out while merging with the surroundings, with a whisper that's stronger than a shout, is one of the principles on which Moncler Grenoble is grounded on. The palette used in the men's and women's collections is neutral tones of white, beige, brown, grey, with crisp notes of light blue, flashes of red, and dense hues of navy and black.

A Moncler Grenoble x WHITESPACE snowboard, designed by snowboarding legend and global brand ambassador Shaun White, enriches the collection's high-performance equipment offering, crafted with an exhilarating all-terrain shape.

Guests in attendance included Moncler Grenoble brand ambassadors Xuetong Cai, Alex Hall, Richard Permin and Shaun White, Moncler brand ambassador Tomohisa Yamashita, and friends of the brand Penn Badgley, Brooklyn and Nicola Peltz Beckham, Arnaud and Maya Rose Binard, Adrien Brody, Vincent Cassel, Jessica Chastain, Nina Dobrev, Joaquin Furriel, Anne Hathaway, Mai Ikuzawa, Lee Jaewook, Chloe Kim, Alton Mason, Ashley Park, Maria Sharapova, Micheal Ward, Qi Wei.

Moncler extends its gratitude to the Municipality of Courchevel, and the local community, whose collaboration have made the events of this weekend possible.



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.