



**THE THIRD INSTALMENT OF MONCLER RE/ICONS PRESENTS NEW ITERATIONS OF A LEGACY '80S DESIGN**

*The Verone jacket is re-iconized*

**Milan, November 7, 2024** - Icon then. Icon now. Icon always. In the spirit of Moncler's constant pursuit of evolution and reinvention, while remaining true to its heritage and DNA, the Moncler RE/ICONS series transforms a legendary style from the brand's archives.

Moncler RE/ICONS celebrates the designs that have made Moncler, Moncler. Each year, the brand revisits a definitive style and gives it the RE/ICONS treatment. 2022 saw the Maya jacket reimaged as part of the brand's 70th anniversary celebrations, and last year was the moment for the 1954 Karakorum to take the spotlight.

2024 is the year of Verone.

The 1980s icon is reimaged for the here and now through new reinterpretations: the Verone Opus and the Verone AI.

The Verone Opus elevates the practical winter puffer to new heights in a dramatic full-length version. Designed in a monochrome black and white palette, the style merges the glamorous impact of event dressing with Moncler's signature functional foundation. Realised in a floor-sweeping feminine silhouette, it's crafted from coated nylon with a soft hand feel and exceptional durability. A stand collar frames the neckline, and the sleeves can be detached to create an elegant vest.

The Verone AI, created using digital intelligence, is an "exaggerated" expression of the boxy '80s classic – blowing out the boudin quilting and amplifying the silhouette for a grand oversized fit. Crafted from soft and tear-resistant coated nylon with a matt finish, the gender-neutral style can be transformed thanks to the detachable collar and sleeves. A logo-jacquard panel at the back yoke adds subtle brand recognition.

Moncler RE/ICONS is available now in select Moncler stores and on [moncler.com](https://moncler.com).

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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.*

**MONCLER**

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