



**MONCLER CONTINUES TO SHARE ITS MESSAGE OF LOVE AND WARMTH,
BRINGING ITS 'WARMER TOGETHER' CAMPAIGN TO ROCKEFELLER CENTER
WITH THE WORLD-PREMIERE LIVE PERFORMANCE OF TOBE NWIGWE'S NEW SONG
AND CAMPAIGN SOUNDTRACK, 'LEAN ON ME'**

New York, October 26, 2025 — Last night, Moncler continued to bring its message of love and warmth to life with the first-ever live performance of 'Lean on Me' — a reinterpretation of Bill Withers' 1972 classic song on friendship — by brand ambassador Tobe Nwigwe at New York's Rockefeller Center. In keeping with the values at the core of the brand's recently launched *Warmer Together* campaign, Moncler gathered an audience of New Yorkers to share a special evening of music, connection and togetherness, open to all. The performance coincides with the global launch of the track, featuring David Michael Wyatt, available to stream on music platforms from Sunday, October 26.

Dressed in full Moncler Collection, Tobe took to the stage alongside his wife, Fat Nwigwe, to perform a selection of original songs before concluding with of a soulful, modern rendition of 'Lean on Me.' Tobe's reimagined version serves as the soundtrack to Moncler's global *Warmer Together* campaign, starring lifelong friends Al Pacino and Robert De Niro.

As New Yorkers gathered around Rockefeller Center's famous ice rink, they witnessed a joyful and moving performance, an unforgettable reminder that true warmth is, and always will be, found together.

Visitors were invited to experience the landmark campaign through an outdoor gallery at The Channel Gardens from October 25–26. Featuring intimate black-and-white portraits of two Hollywood legends, the exhibition celebrates their enduring friendship while paying homage to the city itself – uniting three New York icons: Pacino, De Niro and the Rockefeller Center itself.

The activation continues Moncler's tradition of connecting with New York audiences. In 2022, the brand celebrated its 70th anniversary with 'The Extraordinary Expedition,' a multisensory exhibition at The Highline Stages. In 2023, Moncler took over the landmark Domino Sugar Factory in Brooklyn for its RE/ICONS project, reimagining classic designs from the brand's archives. Most recently, in June 2025, Moncler unveiled its latest sneaker and boot designs high above the city skyline, bringing its immersive, open-format footwear experience, Studio Ascenti, to a Manhattan skyscraper.

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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