



## MONCLER DEBUTS LIMITED-EDITION TRAILGRIP MOMINT SNEAKER DESIGNED BY GLOBAL BRAND AMBASSADOR TOBE NWIGWE

*Milan, May 30, 2025* — Rapper, singer, style trailblazer, and all-around creative phenom Tobe Nwigwe unveils a freshly-minted Trailgrip sneaker in his signature pastel green shade.

Named the **Trailgrip Momint**, the design draws inspiration from Nwigwe's affinity for the tonal green hue and his Grammy Award-nominated album *MoMINTs*. This fresh iteration expands Moncler's Trailgrip family of utilitarian luxury footwear.

Crafted from a refined mix of smooth suede leather, nubuck, and textured suede, the tactile style is elevated with a stitched signature reading "Chukwu" — a nod to the artist's brand and full name, Tobechukwu.

While the creative concept stems from Nwigwe's vision, the technical execution is pure Moncler. Signature performance details include a protective Gore-Tex upper, carbon fiber footplate, Ortholite comfort foam insoles, and Vibram Megagrip tread outsoles — embodying the ultimate trail-to-city sneaker.

The accompanying campaign captures a moment of joyful togetherness with the entire Nwigwe family — wife Fat and children Chikodili, Chukwueze, Ivory, Jachike, and Sage — celebrating outdoors in nature. Their unity and spirit shine through in imagery that brings Tobe's design to life.

A friend of the brand since starring in the Moncler's 70<sup>th</sup> anniversary campaign in 2022, Nwigwe also served as the creative force behind 2023's Moncler x Pharrell Williams launch event, including an unforgettable live performance in Milan. This marks his first official design collaboration with the brand.

The Trailgrip Momint is available as a limited-edition online exclusive at [moncler.com](https://moncler.com) from May 31, 2025.

---

*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

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