



## “WARMLY MONCLER” FOR UNICEF

*Milan, 18 October 2018* – For the second year Moncler renews its commitment to help the most vulnerable children living in some of the coldest countries in the world where climatic and social conditions are challenging, by strengthening its partnership with UNICEF through the “WARMLY MONCLER” project.

Through the “WARMLY MONCLER” for UNICEF project, Moncler supports a winterization program that offers to thousands of babies, children and their families, medicines and basic necessities, newborn kits and blankets to protect them from the cold. Furthermore, from this year on, Moncler will support UNICEF in facilitating access to education in kindergartens and schools.

In a year, it is estimated that over 27,000 children and parents, mainly living in Nepal and Mongolia, will benefit from these initiatives.

On October 18th and 20th Moncler will dedicate to this important project, respectively the spaces of the Moncler Enfant boutique at Via della Spiga in Milan and the Aoyama flagship store in Tokyo, to raise awareness for its clients on the “Warmly Moncler” initiative and on UNICEF’s mission and activities.

Children’s future is a particularly dear topic to Moncler that for many years has been supporting the new generations in need, to guarantee them access to medical care, an adequate level of education and a path to a serene growth.



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*UNICEF does not endorse any brand or product. Discover more on [warmly.moncler.com](http://warmly.moncler.com); make your contribution to UNICEF on: <https://help.unicef.org/moncler-for-unicef>*

MONCLER

PRESS OFFICE VIA STENDHAL 47, 20144 MILANO +39 02 422041 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. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through its boutiques and in exclusive international department stores and multi-brand outlets.*

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