



MONCLER GENIUS...LOCI

UNDER THE PATRONAGE OF THE MUNICIPALITY OF MILAN, MONCLER OPENS THE MONCLER GENIUS EVENT SPACE TO THE PUBLIC, TO SUPPORT THE MAGAZZINI RACCORDATI REDEVELOPMENT PROJECT

12th February 2018 – Moncler, under the patronage of the Municipality of Milan, revives the Magazzini Raccordati space in Via Ferrante Aporti and opens to the public the location of the Moncler Genius event. This initiative supports the cultural regeneration of the urban area close to Milan Central station. The Mayor of Milan Giuseppe Sala with the President of Moncler, Remo Ruffini, together with the Councilor for Production Activities, Fashion and Design Cristina Tajani and President of Italy's fashion chamber Carlo Capasa together with the CEO of Grandi Stazioni Retail Alberto Baldan, unveiled this initiative at the Sala dell'Orologio of Palazzo Marino in Milan.

Giuseppe Sala, Mayor of Milan comments "It is always fulfilling to witness the effectiveness of public-private partnerships. When this benefits both the City and the public, the positive impact strengthens the community and continues to resonate over time. I thank Moncler for this reason: Moncler's choice of Magazzini Raccordati as a location for the event at Milan Fashion Week, and the support this will provide in the redevelopment of the area, reflects our ambitions for Milan – a city that can create unforgettable experiences for everyone, in a unique way".

Remo Ruffini, President and CEO of Moncler says "Milan demonstrates once again that it is increasingly inclusive and open to projects involving the public. I am very proud that Moncler participates in the redevelopment of a significant urban area within Milan and brought it back to life. I believe that a company's growth must remain in harmony and in full respect of the wider community".

In line with its mission to draw inspiration from the past to build the future, Moncler is staging the next Moncler Genius event on February 20th at Magazzini Raccordati tunnels during Milan Fashion Week. This will showcase the historical and cultural value of an area that has played a key role in the development of Milan, as well as the new potential of a charming urban space.

In ancient times, the Genius Loci was believed to define the spirit of a place. Today, it denotes the character of a location as well as its social and cultural peculiarities. In accordance with this modern definition, Moncler has chosen a historical space as the location to present the collections from the Moncler Genius Project, allowing it to tell its story through a new authentic identity.

On February 24th from 10 am to 6 pm, the Magazzini Raccordati will be set up with the Moncler Genius collections will be open to the public allowing everyone to experience first-hand the Moncler Genius...loci experience.

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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