



## **MONCLER KICKS OFF ITS FIRST HACKATHON TO DESIGN THE FUTURE INVOLVING ALL EMPLOYEES**

*A 24-hour marathon dedicated to innovation is now underway*

*Milan July 4th 2019* — Today saw the start of Moncler's first Hackathon, a 24-hour marathon during which 450 employees from across the world combine their skills and inventiveness to create new and distinctive solutions by demonstrating how co-creation and collaboration between employees from different roles and functions coupled with a strong digital culture can effectively generate and accelerate innovation.

“Moncler's strategy is based on uniqueness and uniqueness requires strong ideas and a working environment that knows how to embrace and encourage them. In a culture rooted in innovation, people experiment naturally and enable the company to be more agile as well as to make quick decisions. The Hackathon is an excellent example of our digital focus and demonstrates that collaboration and exchange between different experiences and perspectives can produce great ideas”, comments Remo Ruffini, President and CEO of Moncler.

Moncler employees from every Region are working on the development of innovative projects across nine areas of strategic priority for the company, including products, IT, supply chain, Moncler's internal learning Academy and the wide-ranging topic of sustainability.

The project creation process is guided by the design thinking approach, which enables the generation of innovative and creative responses, by starting from a detailed understanding of the challenges faced and by promoting collaboration and interaction amongst people.

At the end of the Hackathon, the projects will be judged based on their desirability, business impact, feasibility and level of innovation. The winning team will have the opportunity to participate in a training program of the Singularity University, a Silicon Valley-based organisation which is considered a pioneer in innovation processes and global learning.

The Moncler Hackathon is taking place in an industrial space in Milan, where time will be represented by the digital image of a forest which will grow minute by minute over the course of 24 hours, symbolizing the 2,000 trees planted in some of Emilia-Romagna's forests in collaboration with AzzeroCO<sub>2</sub>.

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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.*

**MONCLER SPA**

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