



**MONCLER POUR FEMME AND MONCLER POUR HOMME
A NEW CHAPTER IN THE ALPINE STORY THAT BEGAN IN 1952**

Paris, October 5th 2021 — Today Moncler unveils the brand's first-ever fragrances, Moncler Pour Femme and Moncler Pour Homme—two perfumes that signal a veritable expedition for the senses. Intertwined in their chemistry and narrative, both creations reflect a bold synergy of nature, exploration and discovery—the cornerstones of the Moncler universe, a global brand synonymous with mountain heritage and a new concept of luxury. In a harmony of contrasts, each scent evokes a crisp, cool ode to the great outdoors wrapped in an opulent cocoon of warmth.

Philippe Bénacín, Interparfums CEO commented: “After several years of discussion, research and development, these two fragrances have come to life in a way that truly captures the essence of Moncler. As the chairman and CEO of Moncler, Remo Ruffini has accompanied us throughout the process, closely following the global concept as well as the finer details. Moncler as a brand has such a covetable status—it's a brand that really embodies innovation, which is why these perfumes feel like the perfect continuation of its story. With these two fragrances, even the bottle itself is a new adventure, a new spirit, and a new way of communicating—whether it is to write your name, a special message or anything you like.”

Moncler Pour Femme and Moncler Pour Homme are the latest in a long line of inspirational creations by the House and a natural extension of a 360° lifestyle brand celebrated around the world for its heritage of mountain excellence. Built on the solid foundation of a pioneering outdoor spirit and natural drive for innovation, Moncler represents a world standard in quilted down jackets for women and men, as well as dynamic clothing and accessories lines that stand at the junction between modern luxury and high-performance sportswear. Today, Moncler, through the Moncler Genius project, is a creative hub which calls on a myriad of guest designers to celebrate different voices and breaks boundaries through design and innovation.

With its revolutionary LED design, the *borraccia*' flask-shaped bottles of Moncler Pour Femme and Moncler Pour Homme forge an inextricable link with the House's mountain roots and adventurous spirit. The fragrance duo shares a unique Mountain Woods accord exclusive to Moncler. This warm, sophisticated woody element is a common DNA that evokes the pioneering spirit of the House. Beyond this accord, each fragrance unveils an intrinsic blend of prestigious natural materials and unique accords formulated in the hands of perfumers Nisrine Grillié, Quentin Bisch, Antoine Maisondieu and Christophe Raynaud at Givaudan.

“The Mountain Woods accord is the common thread between the women's and men's fragrance. For its woody, outdoors feeling, we used cedarwood. For the stylish sophistication of the house, we worked with a saturation of amber. Together with Antoine Maisondieu, we added sandalwood for its comforting, creamy warmth.” – Nisrine Grillié



A REVOLUTIONARY BOTTLE

Both the Moncler Pour Femme and Moncler Pour Homme fragrances are showcased in a unique “borraccia” flask-shaped bottle encircled with a ribbed silver case and cap – a utilitarian echo to Moncler’s mountaineering origins and the iconic quilted construction of a Moncler jacket. This landmark bottle design marries a bold silver finish with clear glass revealing the light amber liquid of Moncler Pour Femme, while the Moncler Pour Homme bottle features a silver-dipped effect. The Moncler Pour Femme bottle is distinguished with a softly curved base design, while the Moncler Pour Homme bottle falls in a straight line to the base.

Taking a unique stance in the global fragrance market, a LED screen adorns the bottle of the rechargeable 150ml edition of the Moncler Pour Femme and Moncler Pour Homme Eau de Parfum, with an illuminated message panel customizable via a Bluetooth-powered smartphone app. This playful innovation allows you to write a personal note that appears in scrolling red letters across the bottle’s mirrored façade when activated by the Moncler logo-shaped push button in contrasting white (Moncler Pour Femme) or black (Moncler Pour Homme). Perfect for a nickname, special message or holiday greeting, this exclusive technological design feature is a lasting echo of the Moncler spirit: from the mountains to the city.

The Moncler Pour Femme and Moncler Pour Homme bottles are packaged in a premium matt card box emblazoned with the iconic Moncler logo as an oversized tonal graphic device, as well as the signature “feltrino” fabric patch.

MONCLER POUR FEMME

A floral woody musky fragrance, Moncler Pour Femme is the work of perfumers Nisrine Grillié and Quentin Bisch. Containing a pair of custom accords designed exclusively for Moncler, the fragrance opens with the crisp, bright sensation of the Powdery Snow accord—reminiscent of the evanescent beauty of freshly fallen snow.

“Quentin Bisch and myself wanted to keep the freshness and minerality of snow with the warm, comforting sensuality of wood notes. Moncler Pour Femme needed to smell powdery like fresh snow but with a feeling that you really want to wrap yourself up in it. Think of fresh powder on a mountain top with the sunlight shining through the snowflakes—that is the exclusive Powdery Snow accord we created for this scent.” Nisrine Grillié

Lifted with the radiance of Italian Bergamot, it evolves through a bouquet of white florals—Jasmine Sambac and sweet Heliotrope—to plunge headfirst into the warm embrace of the exclusive Mountain Woods accord. Exclusive to Moncler, this base note envelops the wearer, mingling the seductive essences of amber, cedarwood and sandalwood. Its luxurious and heady drydown fuses with natural vanillin, for a feminine allure that lingers well after dark.

“The bergamot is a very bright extraction that is more floral than citrus. It accentuates the brightness of the powdery snow and creates a fluid transition between the top note and the base. The heart of the scent has a blooming jasmine note that is bright, light and sunny, that links the powdery top note and the vibrating warmth of the woody base. The heliotrope integrates with the natural vanilla for its soft, creaminess.” Nisrine Grillié

MONCLER SPA

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



MONCLER POUR HOMME

Moncler Pour Homme is a woody aromatic fragrance created by perfumers Antoine Maisondieu and Christophe Raynaud. Capturing the vibrant natural beauty of an alpine forest, this enveloping fragrance contains an unprecedented saturation of woody notes. Starting with the exclusive Alpine Green accord for Moncler that, combined with the energizing freshness of Clary Sage, lifts the fragrance through a leafy expanse of mountain pines.

“The Alpine Green accord is a very refined top note, before Moncler Pour Homme enters into the more raw, woody elements of the heart and base notes. The cedarwood can be quite dry so the sandalwood envelops the cedarwood, and the musk creates a sort of cushion for it. The vetiver is a very complex wood note, it is both fresh and woody – it has citrus elements too and a lot of sophistication.” Antoine Maisondieu

Warming directly through an overdose of Cedarwood, the Mountain Woods accord takes ultimate precedence in this bold scent, forming a cocooning, earthy drydown of grand proportions when fused with the smoky magnetism of Vetiver.

“Moncler Pour Homme is a deep-dive of woody notes—much more than any classic men’s fragrance. The Mountain Woods accord present in both fragrances is accentuated a lot more in Moncler Pour Homme. For Christophe Raynaud and I, the idea was to play that against the fresh, green element of the Alpine Green accord with aromatic touches of pine resin, sage and cypress. To that effect, Moncler Pour Homme is very modern in the way that it has a long dry down—it doesn’t really follow the formal construction of a traditional perfume.” Antoine Maisondieu

At the vanguard of modern perfumery, Moncler Pour Femme and Moncler Pour Homme combine an indulgence of natural ingredients with cutting-edge olfactive technologies and radical industrial design. Daring, elegant and surprising, each unique fragrance is an adventurous, sensory experience and an inviting portal into the Moncler world.

***About Moncler SpA:** 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.*

***About Interparfums SA:** Founded by Philippe Bénacín and Jean Madar in 1982, Interparfums develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Boucheron, Coach, Jimmy Choo, Karl Lagerfeld, Kate Spade, Montblanc, Paul Smith, Repetto, S.T. Dupont and Van Cleef & Arpels. The company is also the owner of Lanvin fragrances and the Maison Rochas. With products sold in over 100 countries worldwide through a selective distribution network, in 2019 Interparfums had consolidated sales of €484 million accompanied by an operating margin of 15% and €200 million in net cash. The Company is listed on Euronext Paris with a market capitalization of €3 billions.*

MONCLER SPA

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