



MONCLER LAUNCHES NEW TRAILGRIP FOOTWEAR LINE

Bold designs fuse utilitarian technology with elevated styling

Moncler steps into a new footwear dimension with the launch of the **Trailgrip** collection. The new Trailgrip channels Moncler's authentic mountain DNA to make light of challenging outdoor terrain. The diverse line-up is defined by utility and united by a distinctive, rugged sole, inspired by maximum-traction mountain bike tires. The exaggerated tread and curved rubber toecap reinterpret fashion-forward edge, while ensuring ultimate durability and protection on the trail, or in the city.

The debut winterized Trailgrip GTX low-top sneaker is supercharged for all-weather, active lifestyles by 100% waterproof, breathable GORE-TEX technology. Launching in four gender-neutral colorways - classic black, black with red, blue with teal and purple accents, and glacial white - the design is encoded with signature Moncler flashes. The men's offering presents a version in trail-ready beige, as well as an olive green and grey **END. exclusive**. Pioneering flexible carbon fiber plates offer responsive cushioning and dynamic support to help maximise energy output. The carbon fiber chassis works as a rock plate for underfoot protection and comfort, speed, and endurance.

Close partnerships with storied outdoor specialists Cordura, GORE-TEX and Vibram further underline the Trailgrip's unflinching outdoor credentials. For ultimate grip and enhanced comfort, Vibram's world-leading MEGAGRIP lugged rubber soles guarantee unparalleled traction. Ortholite Sockliner is incorporated underfoot for added comfort, partnered with a heel clip for stability.

A high-top **Trailgrip GTX High** follows later in the year, referencing Moncler's proud mountaineering history, with a range of contemporary, hiking boot-influenced styles. Materials include premium leather, Nubuck, and Cordura, as well as GORE-TEX waterproof and breathable membrane, and a TecTuff® rubber rand for added durability.

Whether recharging apres-ski, off-piste, or downtown, the **Trailgrip Apres** and **Trailgrip Apres High** toughen up the plush alpine snowboot, in waterproof GORE-TEX membrane (high version only) and the line's hallmark Vibram MEGAGRIP sole, for sure footing on snowy slopes. Incorporating the same signature boudin stitching as Moncler's classic quilted jackets, the gender-neutral color palette across the range of silhouettes includes iconic white, black, dusty beige, navy, and earthy green.

With a Trailgrip style for every active mountain, or metropolitan pursuit, outpacing winter weather is a walk in the park.

#MonclerTrailgrip

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.

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