



MONCLER COLLECTION FALL/WINTER 2024

Celebrated French actor Arnaud Binard and his daughter Maya Rose take to the streets of Paris to capture the easy elegance of the new season

Paris, July 1, 2024 – A new campaign moves the Moncler Collection story from Madrid, to Paris – casting charismatic French personalities to embody the collection’s effortless dynamism in the iconic international city they call home.

Last season, feted Argentinian actor Joaquín Furriel navigated the Spanish capital’s streets in lightweight spring layers from Moncler Collection. For Fall/Winter 2024, French actor Arnaud Binard stars alongside his daughter Maya Rose, as they move with familial ease through the streets of Paris.

Binard learned his craft in Paris theaters before becoming a celebrated star of French-speaking cinema and television. Powerful performances and natural charisma have propelled his career to an international stage, with TV roles in the US, Canada and Switzerland, and most recently as Laurent G in the much-loved Netflix show, *Emily in Paris*.

A passionate surfer turned actor, Arnaud Binard’s innate charm chimes with the collection’s effortless confidence – ton-sur-ton layers of beige and charcoal, tactile textures of corduroy and cable knit, smart accents of navy. A young actress on the rise, Maya Rose characterizes the ageless sophistication of the collection, pairing knit shorts with soft cashmere and wool layers and signature jackets.

Outerwear steps up in time for autumn and winter weather, proposing smart, functional designs in signature Moncler nylon, elevated by accents of finest leather, shearling or suede. Overshirts and sumptuous wool and cashmere knits anchor the aesthetic in a refined color palette of perennial neutrals. New additions of velvet and tinted yarn, with discrete patterns and minimalist graphics add subtle interest to the lineup. The essential uniform of pared-down looks takes the Fall/Winter collection through life’s daily spheres seamlessly, where classic sartorial tropes are modernized in silhouette and fabric.

Moncler Collection Fall/Winter 2024 is available now in select Moncler boutiques and on [moncler.com](https://www.moncler.com).

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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