



MONCLER GRENoble CELEBRATES THE OFFICIAL
START OF WINTER IN A JOYOUS COLLABORATION WITH PAOLO SORRENTINO
Milan, December 21 — 2024

The sound of skis slicing through snow; the rumble of a cable car docking at the top of a mountain; the rush of the wind as you schuss down the mountain. There are certain pleasures that exist only in the heart of winter. Today, December 21, marks the Winter Solstice, the shortest day of the year and the official start of winter. In anticipation of peak ski season and the warmth of the holiday period ahead, Moncler Grenoble has joined together with legendary filmmaker Paolo Sorrentino to create a glorious ode to the excitement of the season.

‘Winter Can’t Wait’ is a celebration of love, winter, and togetherness conceived and directed by the multi-award-winning Italian director. The short film anticipates the very best of the cold season in the bold technicolour of Moncler Grenoble’s heritage ski and mountainwear. Each frame is brought to life through Sorrentino’s signature artistry, wit and heart.

The film captures the heightened emotion and connection that comes from a day together on the slopes — but with a delicious twist. A playful spin on alpine pursuits — climbing, skiing, snowboarding — shows the protagonists bring the outdoors in as they recreate mountain activities from the comfort of home, unable to wait for the snow to arrive. The spirit of the cozy season is captured with warmth and creativity, and distilled through the high-performance, high-style Moncler Grenoble lens.