



MONCLER MAKES ITS WINTER OLYMPICS COMEBACK WITH TEAM BRAZIL AT MILANO CORTINA 2026

Moncler returns home to the pinnacle of winter sports, true to its performance-driven DNA, rejoining the Olympic Games as official sponsor of the Brazil Olympic Committee and technical sponsor of the Brazilian Snow Sports Federation

Milan, December 1, 2025 — Building on its continued support of brand ambassador and World Champion Lucas Pinheiro Braathen, Moncler returns to the Olympic stage as the official sponsor of the Brazil Olympic Committee for the opening and closing ceremonies, and as the technical sponsor of the Brazilian Snow Sports Federation's alpine ski team for the Milano Cortina 2026 Winter Games, a homecoming that reflects the brand's enduring DNA and historic legacy of equipping athletes.

"Returning to the Winter Games means a lot to Moncler, not only as a celebration of our heritage and where we come from, but also as a statement of what we stand for as a brand, continuing to push the boundaries of high performance and high style, now on the world's biggest stage for winter sports.

Being part of this incredible moment, in our home country, through the energy and heart of Lucas Pinheiro Braathen, the Brazil Olympic Committee, and the Brazilian Snow Sports Federation, makes us even more proud.

This commitment reinforces our ambition to fuel the boldest dreams of those who dare to break new ground, as Moncler has always done."

Remo Ruffini, Chairman and CEO, Moncler

"We are very proud to announce that Team Brazil will wear Moncler at the opening and closing ceremonies of the Milano Cortina 2026 Winter Olympic Games, and the brand is the official technical sponsor of the Brazilian Snow Sports Federation's alpine ski team. This partnership expands the presence and recognition of the Brazil Olympic Committee's brand on the global sports stage. I am certain it will be an unforgettable moment for our athletes to parade in one of the world's fashion capitals wearing pieces that blend performance, design, and style."

Emanuel Rêgo, CEO of the Brazil Olympic Committee (COB)



"Moncler has been a true pillar in my journey to the Olympics. Not only because of their technical expertise, but because they believed in me from day one — before the results, before the headlines. They've allowed me to stay focused on who I am and what I want to build, supporting me with long-term vision and a deep respect for my identity as both an athlete and a human being. From the beginning, there was an authentic connection based on shared values: freedom, creativity, striving for excellence, and the belief that our differences are our greatest strengths. Over the past two years, that connection has grown into a solid, honest collaboration that goes way beyond performance."

Lucas Pinheiro Braathen

Pushing for the highest peaks has always been at the heart of Moncler's spirit. From outfitting the first successful expedition to the summit of K2 in 1954 to dressing the French national ski team for their medal triumph at the 1968 Winter Olympic Games, Moncler's legacy is defined by a relentless pursuit of excellence. While design and technology continue to evolve, the brand's core values of innovation and striving for greatness remain unchanged.

As the only luxury brand with origins in the mountains, it marks a symbolic return to Moncler's birthplace, reclaiming its place on the slopes of the world's most prestigious and demanding winter sports arena. Milano Cortina 2026 comes almost six decades since Moncler's last Olympic appearance in Grenoble, France. That legacy lives on in *Moncler Grenoble*, the brand's signature mountain dimension where ultimate performance meets unparalleled style.

This time, Moncler joins forces with Team Brazil, led by ski trailblazer and Moncler Grenoble brand ambassador, Lucas Pinheiro Braathen. Over the past two years, Moncler has proudly supported Lucas's journey, witnessing his evolution both on and off the slopes. His unwavering authenticity, distinctive character, and relentless drive to excel embody the very spirit of Moncler: a shared pursuit of excellence, individual style, and the determination to go beyond performance.

The flagship race suit, co-created with Lucas, embodies a dynamic fusion of technicity, Brazilian heritage, and signature Moncler style. Rooted in the brand's DNA and enriched by Lucas's creative input, the design features codes drawn from the Brazilian flag, a nod to both national pride and the luminous spirit and unique personality he brings to every race, making him an uplifting and inspiring athlete.

Milano Cortina 2026 marks a meaningful and deeply personal return for the multitalented winter sports star, as Lucas represents Brazil for the first time since his transition from Norway. With roots in São Paulo through his Brazilian mother, he has long maintained a strong bond with the country and has already made history, securing Brazil's first-ever World Cup win in November.



The partnership is announced today alongside a *Beyond Performance* film directed by Mark Clinton, capturing Lucas as he prepares to take on the Games. The film marks the beginning of a new season of global Moncler Grenoble moments, activations and events, including a major weekend experience in Aspen in January 2026, culminating with the 2026 Winter Olympic Games.

Beyond Performance Manifesto

Performance isn't what we do,
It's who we are when no one's watching.
An instinct for personal style and greatness,
A passion that outpaces exhaustion,
In pursuit of the highest peaks.
The reward: fulfilment.
Knowing it's against all odds,
And doing it anyway.
A mountain mindset forever reaching higher.
Beyond Performance.

Moncler was founded in Monestier-de-Clermont, Grenoble, France, in 1952 and is now headquartered in Italy. Over the years, the brand has combined style with innovation, bringing together creativity with a constant pursuit of excellence and performance in materials and workmanship. Moncler products meet diverse demands, ranging from high-altitude and mountain life to metropolitan living. The company manufactures directly, and through a selected network of *façonniers*, and distributes its collections through its boutiques and digital stores, as well as selected multi-brand doors, department stores, and e-tailers.