

INTERNET

Moncler touts functionality during Antarctic expedition

November 20, 2015



Moncler outerwear

By FORREST CARDAMENIS

French-Italian apparel label Moncler is going boldly where few have gone before.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand is partnering with Italian explorer Michele Pontrandolfo to promote its Grenoble fall/winter 2015-16 collection, which Mr. Pontrandolfo will wear for his solo exploration of the South Pole. The partnership is a subtle way for Moncler to promote its own products and align itself with impressive accomplishments.

"The objective of this journey is not to sell Moncler clothing," said Al Ries, founder and chairman of [Ries & Ries](#), a Roswell, GA-based marketing strategy consultancy. "The objective of this journey is to generate publicity for the Moncler brand.

"Hopefully, the journey will generate publicity in prestigious media," he said. "The media then conveys the Moncler message in a way that a straight-forward marketing program cannot."

Mr. Ries is not affiliated with Moncler, but agreed to comment as an industry expert.

Moncler could not respond by press deadline.

Stay warm

Moncler is chronicling the journey on a [microsite](#) that includes statistics about the Antarctic terrain, the length and difficulty of the trip and the day-to-day necessities. Mr. Pontrandolfo will travel nearly 2,500 miles in three months in average temperatures as low as -40 degrees, consuming nearly 6,000 calories a day to muster the strength.

Consumers can also track the adventurer on a map, learn about Mr. Pontrandolfo's previous ventures and training regiment and learn about the Moncler outerwear that makes the journey possible.

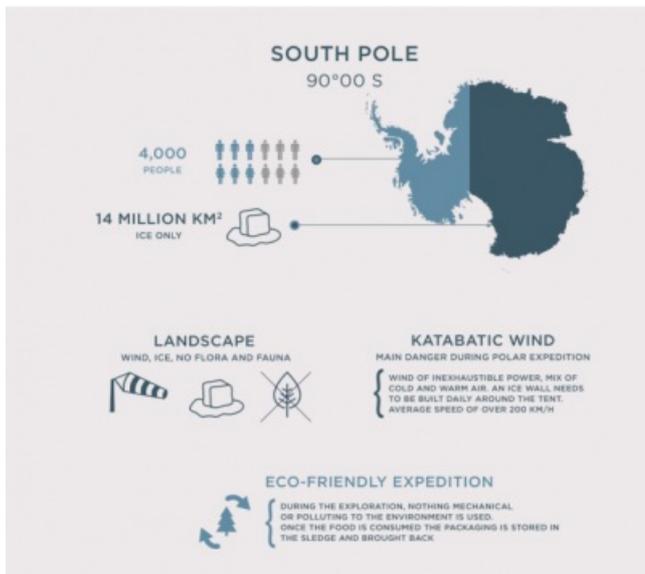


Tracking map

"With Moncler, there was an immediate understanding and a partnership that has been perfect from every standpoint of this expedition, whether technological organizational or support-oriented," Mr. Pontrandolfo says in a statement. "Moncler has used its knowledge and incredible research into materials to supply me with all my custom made high performance technical clothing, meeting every need I have, no matter how slight."

A "tech wear" section includes descriptions of the apparel Mr. Pontrandolfo is relying on. The jackets are waterproof and impermeable and accessories are tested in sub-zero temperatures and include thermal insulation.

The layout of the site allows consumers to learn about the expedition and its difficulties before coming into contact with Moncler's products. This way, the initiative feels less like a sales-pitch than an authentic partnership. Similarly, hosting the content on the microsite helps make the site feel self-contained.



Moncler Antarctic expedition Infographic

Nevertheless, the tech wear section also includes general brand information and a "shop now" link, which redirects to Moncler's ecommerce site. However, having consumers first learn about the journey and the quality of Moncler's craftsmanship in an organic way could help lead to a sale. Anything that keeps an explorer warm around the clock in -40 degrees would do the same for consumers in more habitable regions.

Keep cool

Moncler is known for its creative and subtle ways that it positions its products.

For example, the apparel label showed its lighter side in October by working with joyful Los Angeles art collaborative FriendsWithYou.

Launched exclusively at Moncler's Ginza Tokyo boutique, the collection brings some of FriendsWithYou's recurring characters to the brand's parkas, giving them a playful touch. Moncler frequently reinvents its jackets through art, giving a classic winter item a new spin and spurring new purchases from its loyal consumers ([see story](#)).

The brand has also gone directly to consumers with slight but significant promotional efforts.

For instance, in January Moncler introduced a new mobile application that allows users to create their own digital snowfall and capture it with photos.

The Snow Experience app on Facebook was a fun tool for Moncler consumers to engage with on the Internet. It highlighted the brand's playfulness but also subtly encouraged users to keep Moncler in mind when shopping for winter clothing ([see story](#)).

"The ultimate objective of any marketing program is to build the brand," Mr. Ries said. "Nothing works better than having a strong brand. If a company can build a strong brand, then it easily can sell products.

"Awareness,' of course, is only the first step in a brand-building process."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.