

SPORTS

## Moncler puts outerwear to test in Zai ski capsule

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*Image courtesy of Zai, a Swiss ski producer*

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By STAFF REPORTS

Outerwear label Moncler is hitting the slopes with limited-edition skis designed in collaboration with Swiss-made ski manufacturer, Zai.

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Moncler's high-performance line Moncler Grenoble and Zai have married their design, quality and winter sport know-how on three sizes of skis and accompanying accessories. For an outerwear brand, working with others in the sector, who appeal to consumers' hobbies, is a natural partnership.

### Ski in luxury

Moncler Grenoble x Zai skis were inspired by the latter brand's classic models. For the collaboration, the classic skis were redesigned that touts both brand's savoir-faire.

The skis are numbered and handmade by specially trained craftsman well-verse is shaping and producing high-quality skis. The Moncler Grenoble skis were made using an advanced production technology that honors traditional craft.

Keeping Moncler's aesthetic close at hand, the skis are made of a blend of carbon, steel, aluminum, thermoplastic and rubber. These materials combine for high-endurance performance, torsion and stability.



*Moncler Grenoble x Zai skis, poles and carrying case*

Moncler Grenoble x Zai skis are available in 155 cm, 166 cm and 177 cm, ideal for both expert and intermediate skiers.

The skis are accompanied by an accessory kit with a branded carrying case and carbon ski poles with retro-style leather grips. To keep the skis in pristine shape, the kit includes a sponge and wax set for surface maintenance.

Moncler Grenoble x Zai skis will be sold at specific Moncler boutiques, at top ski resorts and online from Moncler's Web site.

The opulence of ski resorts does not protect the sector from customers' hunting for a deal, with buyers appreciating a good value, according to a September Knight Frank report.

Affluent customers who enjoy homes in the mountains and ski resorts as second residences still want to be sure that they are getting a good deal, with interest in locations that offer great values such as Chamonix and Saint Gervais, France, both near the base of Mont Blanc in the Swiss Alps, strengthening. Customers want worth and appeal for their purchases and investments, making villages such as Val d'Isere Verbier, Switzerland and Chamonix best-in-class considerations ([see story](#)).

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