

APPAREL AND ACCESSORIES

## Moncler shutteres Gamme Rouge, Gamme Bleu lines

November 13, 2017



Moncler Gamme Rouge fall/winter 2017 collection. Image credit: Moncler

By STAFF REPORTS

Outerwear label Moncler is ending its partnerships with designers Thom Browne and Giambattista Valli.

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

Moncler has decided that the spring/summer 2018 collections will be the last for its Gamme Bleu and Gamme Rouge lines, designed by Mr. Browne and Mr. Valli, respectively. In Moncler's announcement, the brand notes that the designers came to a mutual agreement with the house, with both desiring to spend more time focusing on their eponymous brands.

### Mutual agreement

Moncler's haute couture Gamme Rouge collection was in recent years part of the Paris Fashion Week calendar. This collection debuted in 2006, and was originally designed by Alessandra Facchinetti, previously of Valentino. Mr. Valli took over in 2008.

Moncler Gamme Bleu premiered in 2009, and Mr. Browne has been at the helm since the label was founded.



*Look from Moncler Gamme Bleu fall/winter 2017 collection. Image credit: Moncler*

"I feel really excited about Moncler's future and the challenges that await us," said Remo Ruffini, chairman and CEO of Moncler, in a statement. "I am all too aware that innovation, focus and dedication are vital for improving every brand and every company, so I feel honored to have had the chance to work alongside two such highly talented and sensitive designers as Giambattista Valli and Thom Browne. Their professionalism, talent and energy have been the defining elements of all the work we have done together over the year.

"I have always admired Giambattista's style; he managed to combine a timeless elegance, contemporary and modern approach when dressing today's woman; while Thom's talent for intuition and his inimitable sartorial touch, teamed with the sporting spirit of Moncler, have without a doubt yielded a distinctive, recognizable collection," he said. "I cannot thank Giambattista and Thom enough for having contributed towards the brand's growth with Moncler Gamme Rouge and Moncler Gamme Bleu."

In its statement, Moncler talks of its plans to "naturally evolve and expand towards other horizons."

Speaking to the [Financial Times](#), Mr. Ruffini shared his plans to opt out of the traditional runway show, choosing to launch collections more frequently at in-store events. These one-off spectacles will be designed to capture the attention of the social media- and smartphone-centric generation, which is always looking for something new.

"It's been a great run, and lots of fun for so many years," Mr. Browne said in a statement. "But, as we defined a new growth strategy for the Thom Browne brand, I have realized that my focus should be on my own business.

"The fact that this happened when Remo was starting to rethink Moncler's future, made our decision mutual and effortless."

Owned by Mr. Ruffini since 2003, last year, the French-Italian apparel label brought in two new investors to further its future growth.

The agreement was reached on July 28 by Moncler's main shareholders. The additional investors will help Moncler strengthen, develop and grow its footprint ([see story](#)).

For the first nine months of the 2017, Moncler's consolidated revenues were up 15 percent year-over-year.

---

© 2020 Napean LLC. All rights reserved.

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