

NONPROFITS

## Moncler, UNICEF team to bundle up children in need for winter

January 10, 2018



*A first-grade student walks several kilometers to her home after school in the district of Altai, in Khovd Province. A mountain range rises in front of her. Photo: UNICEF/UNI82273/Cullen as seen on Moncler's Instagram account*

By STAFF REPORTS

Outerwear label Moncler is helping children in need of warm, winter coats through a project with UNICEF.

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Moncler and UNICEF have announced the "Warmly Moncler for Unicef" project to support children around the world during the winter months. Many brand-led charity efforts concentrate on the needs of underprivileged and vulnerable children, placing an emphasis on education, health and wellbeing.

### Staying warm

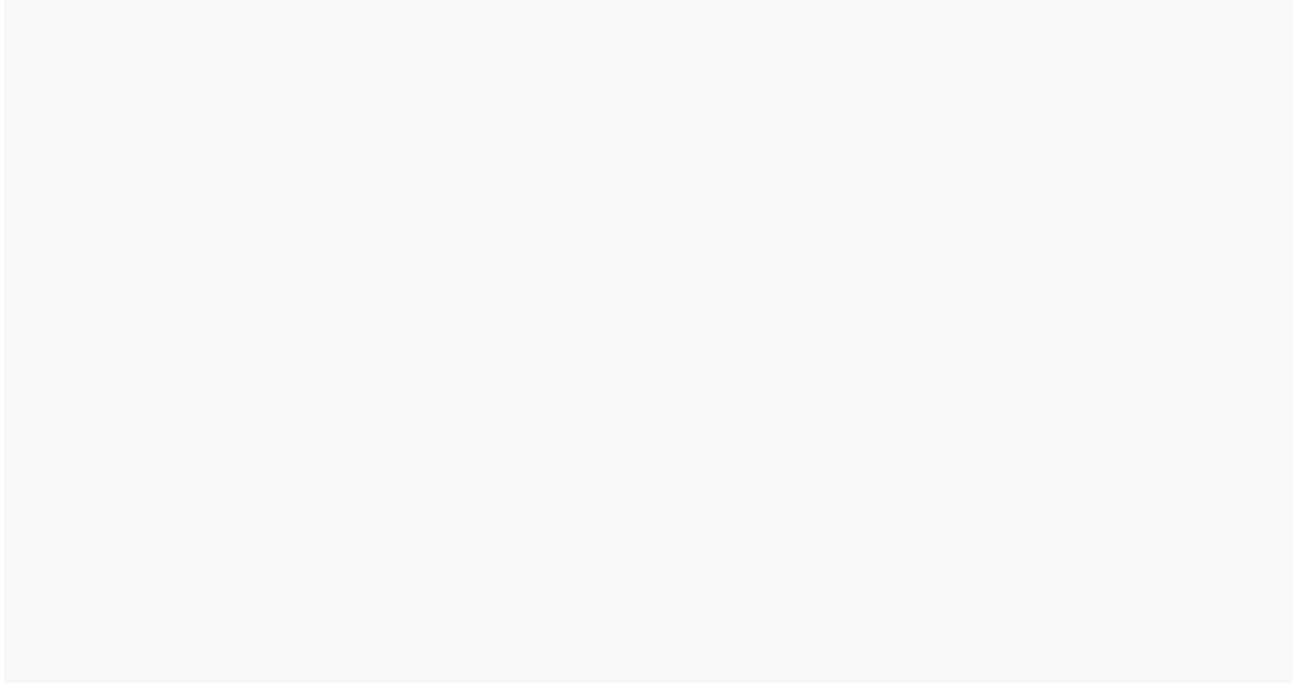
Globally, millions of children live in situations where they do not have proper access to food, safe drinking water, adequate clothing, healthcare or a safe place to live.

During the winter months, many children do not have access to heated shelters, blankets and warm clothing. For many children and their families it is a struggle to survive the winter.

For the Warmly Moncler for UNICEF initiative, Moncler will organize clothing and dedicated winter kits for children and their families to bundle up and protect themselves against the cold weather.

Items will include thermal blankets, hats, gloves, scarves, shoes and socks. The project also considered providing those in need with fuel to heat homes, classrooms and the spaces where children play.

Also, Warmly Moncler for UNICEF will provide life-saving aids such as food, clean water and medicines.



The #WARMLYMonclerForUnicef project will guarantee winter kits for many children and their families containing items such as thermal blankets, clothing; fuel to heat homes, schools' classrooms and spaces where children can play; and life-saving aid such as food, clean water and medicines. Discover more about the project in partnership with @UNICEF on monclergroup.com. Photo: UNICEF/UNI82273/Cullen #WarmlyMoncler

A post shared by Moncler (@moncler) on Jan 5, 2018 at 9:43am PST

"UNICEF has always played a fundamental role in safeguarding lives of millions of children in the world and to be by their side in this project, is a source of great honor and pride for Moncler," said Remo Ruffini, president and CEO of Moncler, in a statement.

Ethical and purpose-based business practices are quickly becoming brand identifiers, on par with quality, craftsmanship and service, as luxury buyers turn increasingly conscious of their environmental footprint.

Transparent sustainability and corporate social responsibility (CSR) policies are much more than a passing trend or a once-per-year obligation mentioned only on Earth Day these measures have become luxury's new cornerstones ([see story](#)).

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