

APPAREL AND ACCESSORIES

Moncler revenues up 20pc in Q1

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Moncler is looking ahead. Image credit: Moncler

By STAFF REPORTS

In the first quarter of 2018, French-Italian group Moncler saw double-digit growth across all regions.

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During the period, which ended March 31, Moncler's revenues totaled 332 million euros, \$396 million at current exchange. This year, Moncler has revamped its creative strategy, eschewing seasonal collections in favor of more frequent drops, which it says will help it further its development.

Rethinking retail

At constant exchange rates, Moncler's global sales were up 28 percent this past quarter. Retail revenues in particular grew 35 percent year-over-year, while wholesale revenues were up 9 percent.

Moncler has been developing its store network, adding four monobrand stores in the first quarter in locations including Dubai and South Korea. The label also turned its wholesale Moncler Enfant shop-in-shop at Harrods into a store.

Today the brand operates 205 monobrand stores.



Moncler just opened its first store in Dubai. Image credit: Moncler

The United States and Canada improved, helping Moncler's sales in the Americas grow 18 percent, or 34 percent at constant exchange.

In Italy, sales were up 13 percent as reporter, while the rest of Europe, the Middle East and Africa had sales increases of 29 percent.

Asia and the rest of the world has revenues that climbed 44 percent, with China and Hong Kong performing better than the rest of the region.

In February, Moncler unveiled a new design strategy that focuses on creativity and product at a time in which experiential marketing may have overtaken merchandise quality.

Moncler Genius is a new concept replacing the tired seasonal collection strategy with new monthly designs and social media campaigns. Starting off with the opening of its Moncler Genius building, the new idea will focus on partnerships with various collaborators who are the best in their field to enhance the brand's uniqueness ([see story](#)).

"The first quarter of 2018 marked another fundamental step forward in our group's development," said Remo Ruffini, chairman and CEO of Moncler, in a statement. "This has been due not only to group's results, which I believe were exceptional, with revenues increasing by 28 percent at constant exchange rates and double-digit growth in all geographical areas.

"But above all, it has been due to the Moncler Genius project presentation occurred on February 20 a creative hub, which has reimagined the Moncler's soul by going beyond the season's concept," he said. "The idea for this was born from a desire to seek innovative forms of expression, to constantly dialogue with the clients, fueled by a new digital approach.

"Each collection will be singularly dropped, starting from June 14 with Moncler Fragment Hiroshi Fujiwara, followed by all the others on a monthly basis."

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