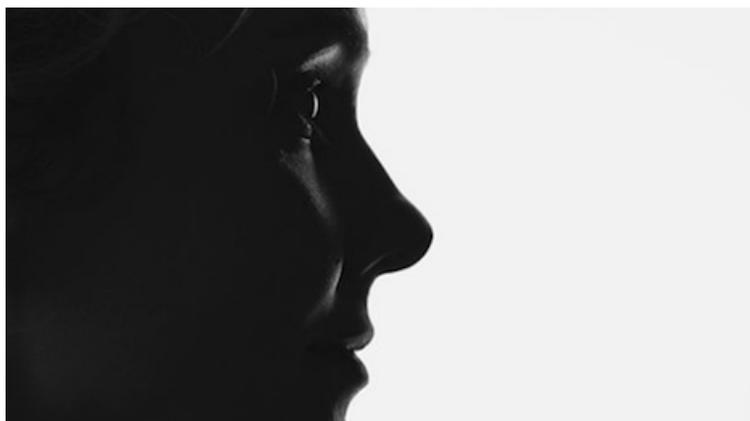


APPAREL AND ACCESSORIES

Moncler brings together cast of uniquely distinct individuals for latest campaign

July 12, 2018



Moncler's "Beyond" features a diverse cast. Image credit: Moncler

By BRIELLE JAEKEL

French-Italian label Moncler is pushing boundaries in a new branding that goes "beyond" traditional marketing with a series of ambassadors as its campaign faces.

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"Moncler Beyond" is the brand's new campaign that features 19 individuals as ambassadors. The initiative features a variety of influencers and spokesmodels to discuss what the word means to them in a push to celebrate uniqueness and diversity.

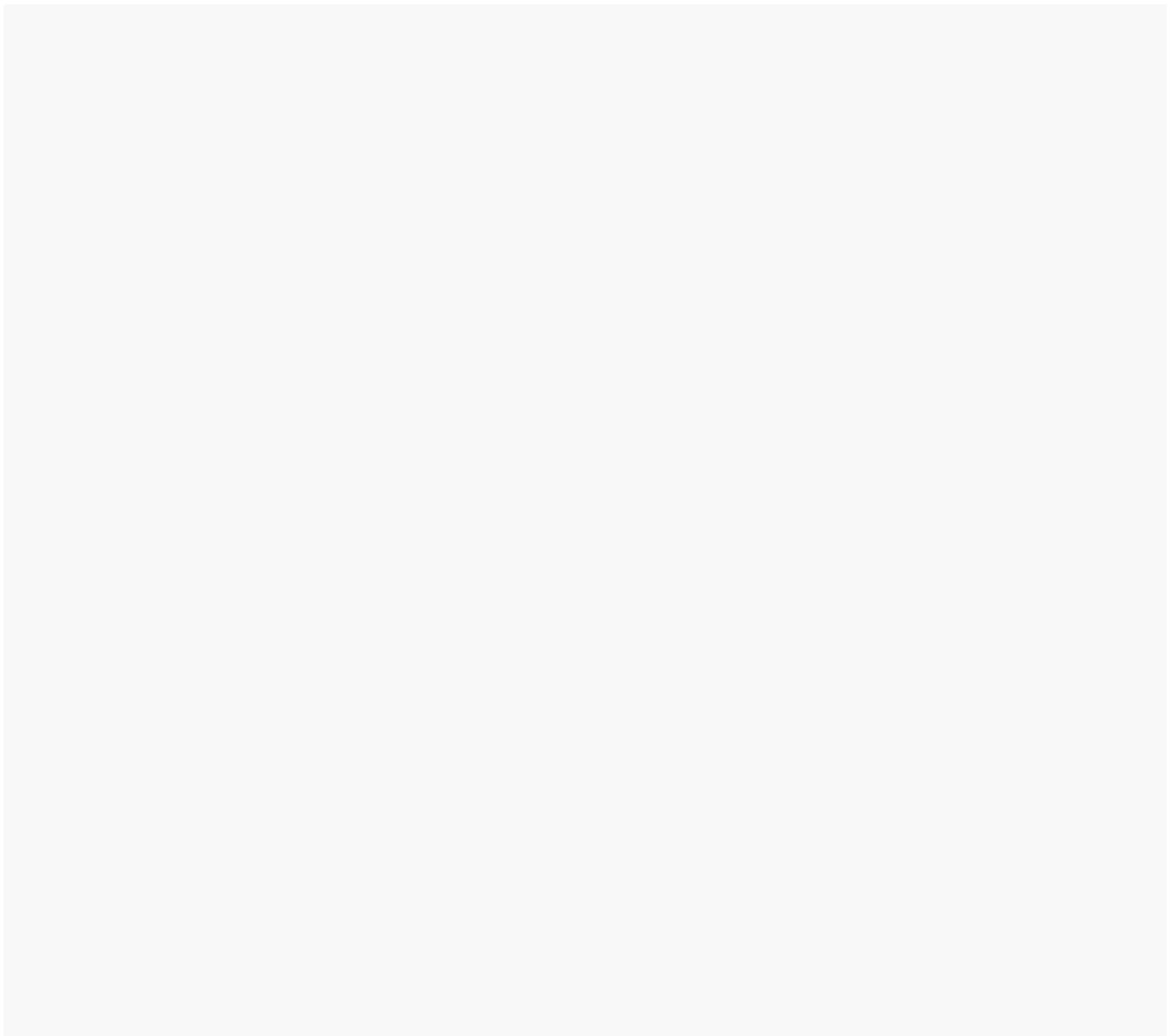
"Moncler takes a unique approach with their latest campaign, shot in striking black and white classic film noir techniques (designed to elicit emotional responses that are powerful) with 19 different ethnic representatives discussing why the brand is set apart," said Marci Troutman, CEO of [SiteMinis](#). "By stepping out with this type of film impression, in and of itself will separate Moncler from the myriad of colored video commentaries coming out en'mass.

"The discussions bring a curiosity to those new to the brand with a push to engage," she said. "With millions of social media fans these types of unique campaigns will drive this brand to a larger, possibly viral success."

Celebrating diversity

Moncler's edgy campaign has an avant-garde aesthetic that celebrates its style while still focusing on diversity.

Individuals in the campaign are those who are "pushing the limits," according to Moncler. These men and women were chosen as to share their stories and inspire those who listen, from a variety of countries across the world.



When it comes to human beings, identity is a matter of individuality. Stay tuned to discover more.

#MONCLERBEYOND

A post shared by Moncler (@moncler) on Jul 10, 2018 at 10:51am PDT

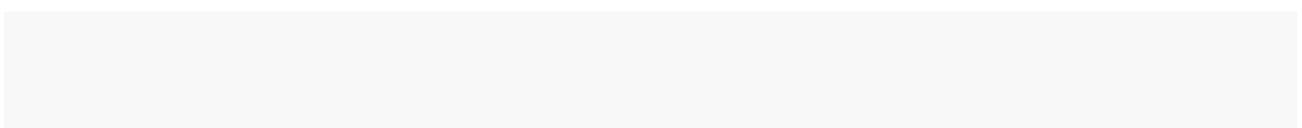
Shot in black-and-white by photographer Craig McDean, the effort features the fall collection of puffy jackets.

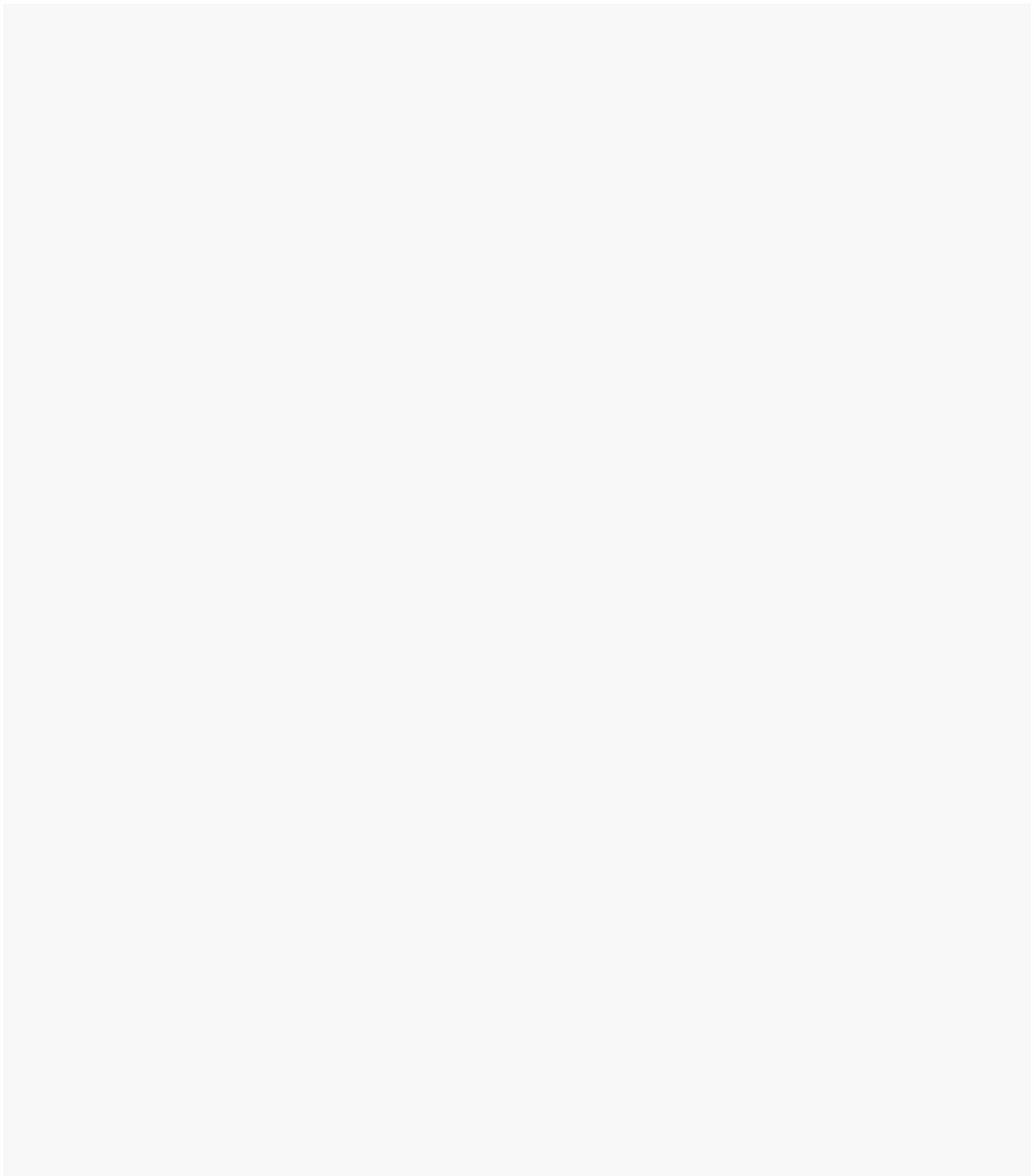
In addition to still images that celebrate the individual, and his or her background, videos are being shared that tell their stories.

For instance, musician and activist Xiuhtezcatl discusses the idea of "Beyond Generations," talking about the notion of how generations push the evolution of the world.

Actress Millie Bobby Brown, known for her role in the Netflix series "Stranger Things," speaks to the notion of limits and how age is not a factor for her. "Youth has no limits, we are very powerful and we create movements," she says in her film.

A series of 19 of the films have been produced for the campaign, with each ambassador spotlighting their own story. However, Moncler has also created a compilation film that acts as a trailer-style experience for the campaign.





#MONCLERBEYOND is an expression of pure human strength expressed by bringing together a diverse set of individuals. _ The new #Moncler advertising campaign shot in timeless black and white by @craigmcdeanstudio, features nineteen individuals from all walks of life and of every age, ethnicity and origin, united under one claim: BEYOND. _ #MillieBobbyBrown #JohnBoyega #CrystalZhang #ConieVallese #GuillaumeNery #LexieAlford #MayeMusk #Miyavi #EizaGonzalez #WalterVilladei #CarmenJorda #Xiuhtezcatl #DavidDe Rothschild #OlgaKarput #DannyBowien #BebeVio #SheckWes #LiyaKebede #GusKenworthy

A post shared by Moncler (@moncler) on Jul 11, 2018 at 6:04am PDT

Cutting together various sound bites and images from each individual film, the video shows the complexity of Moncler's idea of what beyond means.

Moncler marketing

Moncler recently adapted to changes in consumer behavior with a new model that will see monthly product drops,

eschewing seasonal collections.

After releasing its new "Genius" strategy, the company's chief executive Remo Ruffini revealed the strategy will extend beyond the limited-editions. Mr. Ruffini explained that he hopes one day all the brand's products will be released in this form, according to a report from Reuters ([see story](#)).

In the first quarter of 2018, the fashion group saw double-digit growth across all regions. During the period, which ended March 31, Moncler's revenues totaled 332 million euros, \$396 million at current exchange ([see story](#)).

"The benefit to Moncler individually by running these fantastic campaigns can be monumental, social media IS the outlet for raising awareness and building brand trust, along with the share-ability of the campaign," Ms. Troutman said. "Utilizing real talk with users' peers can only expand the reach exponentially, new comers to the brand will engage at a much higher level by hearing the endorsements spoken by real people that they can relate with."

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