

APPAREL AND ACCESSORIES

Moncler teams with UNICEF for expanded children's causes

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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 linking with children's charity UNICEF to help young residents in cold climates keep warm.

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The Warmly Moncler for UNICEF project will give babies, children and their families resources such as medicine, newborn kits and blankets to aid them during the winter months. With the effort primarily focused in Nepal and Mongolia, the initiative is poised to help 27,000 individuals this year.

Health and education

On Oct. 18 and 20, Moncler dedicated its *Enfant* store in Milan on Via della Spiga and its Tokyo flagship to the cause.

Beyond the takeover, Moncler will be selling two children's jacket styles with a special UNICEF hangtag to further raise attention to the cause.

"Children's future is a particularly dear topic to Moncler that for many years has been supporting the new generations in need, to guarantee them access to medical care, an adequate level of education and a path to a serene growth," the company said in a statement.



Warmly Moncler for UNICEF tags. Image credit: Moncler

This year's Warmly Moncler for UNICEF initiative builds on the brand's existing relationship with the organization ([see story](#)). From this year on, Moncler will be expanding its partnership to provide access to education for children.

Moncler has previously leveraged its fashions for a cause. In 2015, the brand united creatives for a cause through a photographic project launched during New York Fashion Week.

Art for Love asked 32 artists to interpret the theme of love using the brand's Maya duvet jacket, with the resulting prints being auctioned online via Paddle8 to raise funds for amfAR. Uniting a group of established artists for this type of charity event helped draw attention for Moncler and make a larger impact in the fight against HIV ([see story](#)).

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