

APPAREL AND ACCESSORIES

Moncler, Childrensalon bring outerwear, sports collection to kids

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Moncler partners with Childrensalon. Image credit: Childrensalon

By STAFF REPORTS

French-Italian outerwear label Moncler is hoping to capitalize on the growth of childrenswear with a new capsule in partnership with retailer Childrensalon.

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Only available at Childrensalon.com and Moncler.com, the Moncler Enfant Exclusive Collection is a first-time partnership for the two companies. Currently live on both sites, the collection features 12 mix-and-match luxury sports styles including puffer jackets, knit hats, logo tape T-shirts and tracksuits.

Catering to children

The limited-edition collection includes styles for both girls and boys aged 4 to 14 years old and is based on Moncler's ready-to-wear adult line.

"Founded in 1952, the same year as Childrensalon, Moncler is one of the most iconic brands of all time combining creativity, technology and innovation to design high performance garments," said Michele Harriman-Smith, CEO of Childrensalon, in a statement. "We are incredibly excited about the wonderful collaboration between our two brands."

Childrensalon takes that the collection "compliments the essence of Moncler." It features similar motifs such as the modern logo and traditional emblem, on top of combinations of black, white, bubblegum pink and dusky pink for girls and royal blue for boys.



Moncler redesigns its ready-to-wear collection for kids. Image credit: Moncler

Childrenswear has become a topic for luxury brands and retailers, prompting Moncler's collaboration.

Department store chain Nordstrom also recently hoped to cater to moms for the next month in partnership with children's retail platform Maisonette.

As part of its in-house pop-up concept, Nordstrom hosted a shop dedicated to baby and children's fashion and lifestyle. The shop, curated by Maisonette, featured products for children aged from newborns up to 5 years old ([see story](#)).

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