

APPAREL AND ACCESSORIES

Moncler looks to "New Luxury" in 2021

February 19, 2021



The luxury puffer jacket maker reported revenues of 1.4 billion euros in 2020 and 675.3 million euros in Q4, beating analyst expectations. Image credit: Leslie Zhang/Moncler

By [Julienna Law](#)

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

After an uphill climb, Moncler S.p.A recorded a significant recovery in the second half of 2020. On Feb. 18, the luxury puffer jacket maker posted revenues of 1.44 billion euros for the financial year ended Dec. 31. This was down 11 percent at constant exchange rates, compared to 1.63 billion euros in 2019.

Despite rising COVID-19 cases and store shutdowns during the holiday season, the last few weeks of 2020 proved crucial for the Milan-based company.

In the fourth quarter, revenue jumped 8 percent to 675.3 million euros, **beating analyst expectations** and bringing a welcome change from the **15 percent tumble in the third quarter**.

This upswing was, unsurprisingly, driven by expansion in China.

While Moncler's home market Italy saw year-on-year revenue slip 34 percent, mainland China held its own with double-digit acceleration.

Overall, the Asia region surged 26 percent in revenue in the final quarter of 2020.

It is no wonder that Moncler has increased its focus on the world's largest luxury market.

Last October, the activewear brand launched its China-exclusive **Young Icons collection** and unveiled a pop-up installation in Shanghai, which resonated well with the country's many Gen Zers.

A few weeks later, it announced plans to move Moncler Genius, an event where designers reinvent its signature pieces, from Milan to China, **set to present in September 2021**.

Besides ramping up activations in the mainland, **Moncler made its first acquisition last December** with the purchase of Stone Island, an Italian high-end streetwear brand for 1.15 billion euros, which it expects will also play a key role in staking a greater claim on the market.

"With Stone Island, the Moncler Group strengthens its presence in the growing new luxury segment, which is about community, experientiality and cross-fertilization," said CEO Remo Ruffini in a statement.

By delving into "new luxury," Moncler hopes to meld the lines between arts, culture, music and sports. This innovative approach could better position the Italian house to reach with younger generations, particularly in China, who are enthusiastic about **collaborations across industries**.

Moreover, this new focus could help Moncler differentiate itself from both legacy powerhouses such as LVMH as well as sportswear giants including adidas as it grows internationally.

While the future remains rocky, the synergy of these two companies could be exactly what Moncler needs to reinvigorate its brand, expand its luxury footprint, and set its China success in stone.

*Published with permission from **Jing Daily**. Adapted for clarity and style.*

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.