

APPAREL AND ACCESSORIES

Moncler shows sizable sales recovery in first half

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Coastal inspired outerwear from Moncler. Image credit: Moncler

By LUXURY DAILY NEWS SERVICE

French-Italian fashion group Moncler S.p.A. experienced a significant sales recovery in the first half of 2021, driven by performance in the United States, China and digital.

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For the six months ended on June 30, the group recorded a consolidated revenue for the Moncler and Stone Island brands of 621.8 million euro, or \$732.3 million at current exchange. The first half performance of 2021 is a 57 percent revenue increase from the first half of 2020 and an 11 percent increase from the first half of 2019.

"For more than a year we have been living in an unforeseeable and unprecedented situation, which sparked a renewed energy and ability in us to evolve and improve," said Remo Ruffini, chairman/CEO of **Moncler**, in a statement.

"But, as I always point out talking about the first half results, the most important part of the year lies ahead," he said. "And while the public health situation is still highly uncertain, we are ready to face the coming months with enthusiasm, dedication and energy, knowing that we can rely on our formidable brands, clear goals and talented people to achieve them."

Moncler moves

In December 2020, Moncler announced it was acquiring menswear brand Stone Island.

The deal reportedly valued Stone Island at 1.15 billion euro, or \$1.39 billion at the current exchange rate, and was paid in cash by Moncler for 100 percent of the company's shares ([see story](#)).

This is Moncler's first half-year report since the acquisition.



Last year, Moncler announced its acquisition of Italian sportswear competitor Stone Island. Image credit: Moncler

For the first half of 2021, the Moncler brand recorded revenue of 565.5 million euro, or \$667.7 million at current exchange, a 46 percent increase to the first half of 2020 and a 1 percent increase to the first half of 2019. The second quarter saw further acceleration a 5 percent increase from Q2 2019 exhibiting strong double-digit growth in the U.S., China, Korea and online.

In the second quarter of 2021, the Stone Island brand recorded revenue of 56.2 million euro, or \$66.4 million at current exchange. The brand maintained solid performance across channels.

The consolidated revenues for the group were 256.3 million euros in the second quarter, or \$302.7 million at current exchange.

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