

APPAREL AND ACCESSORIES

Moncler sees 54pc revenue growth in first 9 months of 2021

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Moncler reports positive growth throughout 2021, with especially strong acceleration during the third quarter. Image credit: Moncler

By LUXURY DAILY NEWS SERVICE

French-Italian fashion group Moncler S.p.A. has reported revenue of 1.17 billion euros, or \$1.36 billion at current exchange rate, during the first nine months of 2021.

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The group and its brands saw significant acceleration during the third quarter, and has reported positive growth since its acquisition of the Stone Island brand in December 2020 ([see story](#)). Consolidated since April 1, Stone Island saw revenue of 156 million euros, or \$181 million at current exchange rate, and had the brand consolidated since Jan. 1, the group expects revenue would have been 1.27 billion euros, or \$1.47 billion at current exchange rate.

"This has been an important quarter thanks to the results achieved, but is also fundamental as we prepare for the final months of the year," said Remo Ruffii, chairman/CEO of **Moncler**, in a statement.

"We are preparing for the coming months in the best way possible, with the clear objective of continuing to strengthen our group's presence in the new luxury segment," he said. "I want to thank the whole team for always being ready to take on these challenges and see them through."

Positive growth

The group's Moncler brand saw revenue up 33 percent, reaching 1.02 billion euros, or \$1.18 billion at current exchange rate.

For the third quarter, the brand reported revenue of 455 million euros, or \$528 million at current exchange rate, driven by direct-to-consumer growth in China, Korea and the U.S.



Moncler acquired Stone Island in December 2020, but reports consolidated revenue from the brand from April 1 and beyond. Image credit: Stone Island

In Asia, the brand reported an 18 percent growth in revenue, compared to 2019, with 24 percent growth during the third quarter. While China and Korea both generated positive performance for the brand, growth in Japan declined due to continued pandemic-related restrictions.

In the EMEA region, revenue during the first nine months decreased by 12 percent compared to 2019, but improved significantly during the third quarter, almost reaching 2019 levels. This performance was driven by strong local demand and ecommerce.

The Americas reported a 14 percent growth compared to 2019, and a 10 percent growth during the third quarter, driven by the brand's DTC channel.

The brand also achieved a 4.2 billion reach and 510 million views with its Moncler Genius 2021 digital and physical show.

The EMEA region contributed 78 percent of Stone Island's revenue during the consolidated period, beginning April 1, with Italy, the United Kingdom, Germany and the Netherlands as the brand's main markets.

Asia and the Americas contributed 13 and 9 percent of the brand's revenue, respectively.

The wholesale channel represented 78 percent of total revenue for Stone Island, and the development of its DTC channel was also significant.

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