

APPAREL AND ACCESSORIES

Moncler surpasses \$2B in revenue for 2021

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Moncler recently collaborated with Chinese designer Dingyun Zhang. Image credit: Moncler

By LUXURY DAILY NEWS SERVICE

Italian fashion group Moncler S.p.A. ended 2021 with a strong showing, with revenue growth of 40 percent year-over-year in the fourth quarter and 42 percent growth for the full fiscal year.

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Moncler Group's revenues of 2.046 billion euros, or \$2.289 billion, was an increase of 42 percent from 2020's 1.440 billion euros, or \$1.611 billion, and 28 percent growth compared to 2019's figures. The Stone Island brand, which was consolidated into the group in the second quarter of 2021 ([see story](#)), accounted for more than 10 percent of Moncler's revenues.

"The year 2021 for Moncler can be summed up in three words: group, vision and results," said Remo Ruffini, chairman/CEO of [Moncler S.p.A.](#), in a statement.

"The start of 2022 has been marked by considerable uncertainty, particularly on the geopolitical front, which adds to the complexity of the current economic and global health context, but also with positive indicators which gives me confidence for the future of our group."

Accelerating growth

The Moncler brand reported annual revenues of 1.824 billion euros, or about \$2.042 billion a jump of 27 percent jump y-o-y and 14 percent y-o-2y. The brand also saw strong double-digit growth in Q4 compared to both 2019 and 2020 figures.

Asia accounts for nearly half of the Moncler label's revenues, with 894.8 million euros, or \$1.002 billion, in revenue. The Americas only accounts for 16.7 percent of Moncler's revenues, but saw the strongest growth of 43 percent y-o-y.



Moncler has grown its physical retail presence. Image credit: Moncler

Direct-to-consumer sales account for more than 78 percent of the brand's sales, compared to wholesale's 21.7 percent share. Moncler's retail footprint includes 237 directly operated stores and 64 wholesale shop-in-shops.

For April through December 2021, the Stone Island brand recorded revenues of 221.9 million euros, or \$248.5 million. For the full fiscal year, the label's revenues amounted to 310.0 million euros, or \$347.2 million up compared to both 2019 and 2020.

Dominated by Italy, EMEA is the largest region for Stone Island and contributed to more than three-quarters of the brand's revenues for the consolidated period. Asia accounts for a 13 percent share, followed by the Americas at 10 percent.

Unlike the Moncler brand, wholesale accounts for 71 percent of Stone Island's revenues although the group continues to develop its physical and digital DTC offerings.

"In 2022, we will celebrate 70 years of Moncler and 40 years of Stone Island," Mr. Ruffini said. "We stand ready to turn these moments into unique opportunities to celebrate our history while strengthening our brands as pioneers of new luxury."

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