

APPAREL AND ACCESSORIES

Moncler ushers in a new chapter with its 70th anniversary celebration

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Moncler ignited the historical Piazza del Duomo in the heart of the city, with a performance directed by the avant-garde French choreographer Sadeck Benrabah, also known as Sadeck Waff. Image courtesy of Moncler

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An extraordinary artistic spectacle was unveiled in Milan Sept. 24.

In celebration of **Moncler's** 70th anniversary, the house ignited the historical Piazza del Duomo in the heart of the city, with a performance directed by the avant-garde French choreographer Sadeck Berrabah, also known as Sadeck Waff.

On the heels of the magical night event welcoming local communities, Moncler inaugurated a 70-day program of special events and brand experiences around the world.

The celebration programs mark an important moment for the Moncler brand, as Remo Ruffini, chairman/CEO of Moncler Group, said.

"We look back at the path taken, whilst looking ahead to the future based on what we have learnt and what we continue to dream," Mr. Ruffini said.

As a Milan-based luxury house with French roots, Moncler will roll out various initiatives beyond Europe and engage global communities, including China.

Since the brand entered China in 2009, it has established 62 offline boutiques and extensive digital presence in the region. With the grand kickoff of the ceremony, *Jing Daily* overviews its dynamic activities across international markets and its China strategy with a long-term vision.

Dive into Moncler's 70 years of heritage

Founded in Monestier-de-Clermont, France in 1952, Moncler has gone through monumental shifts over the past seven decades.

To celebrate its mountaineering history, the house launched a global campaign named "Extraordinary Forever," which shares photographs of significant moments from its archive.

Among the milestones featured were the brand's sponsorship of the French downhill ski team for the Grenoble Winter Olympics in 1968 and the Moncler jacket becoming an iconic product of Paninari youth culture in the 1980s.

By shedding light on Moncler's sophisticated growth from making equipment for adventurers to designing luxury outerwear the heritage campaign cements the house's alpine roots and its speciality in ski-performance.

More importantly, it elevates consumers' understanding of the brand culture and DNA and helps them envision Moncler's future potential.

Celebrate the anniversary with engaging activations worldwide

A staple of both sportswear and street style, Moncler's Maya jacket has become a symbol of the brand's modern era and one of the most prominent puffer pieces in the luxury sector.

The timeless allure of the garment made it a significant part of the 70th anniversary celebrations. Named Moncler New Maya 70, the cult jacket collection will feature 13 special-edition colors inspired by life outdoors.

In particular, the flax yellow version will be exclusively available on **Tmall**, which is expected to add to the product's appeal with Chinese digital natives.

Along with the limited-edition Maya 70 series, the puffer disruptor will also progressively unveil its collaboration with seven world-famous designers from mid-October to November. These include Francesco Ragazzi, Thom Brown, **Hiroshi Fujiwara**, Rick Owens, Giambattista Valli, Pierpaolo Piccioli and Pharrell Williams.

Joining hands with these creative talents aligns with the powerhouse's commitment to breaking boundaries and facilitating cultural inclusivity.

In addition to product-driven projects, a multisensory journey the "Extraordinary Expedition" world touring exhibition will be brought to global visitors.

Featuring interactive experiences and limited-edition **NFT** drops, these events will kick off in New York Oct. 5, and later arrive in London, Seoul and Tokyo.

In late October, the tour will be virtually presented in China via WeChat, where users can explore multisensory film and narrative design in a more intimate setting.

Enrich the Moncler story with a China-focused mission

Moncler has showcased its strong commitment to China with localized marketing campaigns and product releases in the past years. And these initiatives have paid off in the market, according to the group's financial numbers.

The Moncler brand recorded impressive financial numbers in **first-half 2022**, reaching 724.3 million euros in revenues and growth of 27 percent compared to the same period of 2021.

Though the brand's performance was negatively impacted by the lockdowns in the Chinese mainland due to the closure of around one-third of stores in April and May, June showed a strong improvement with the reopening of all the stores.

In the third quarter of 2022, Moncler continued to expand its product portfolios in China, with the introduction of its first fragrances for men and women, named The Moncler Pour Femme and Pour Homme, and the launch of new footwear line called Trailgrip.

In addition to implementing a broader segmentation strategy, the house has been proactively engaging new audiences outside the fashion and luxury sectors and branching out into arts, lifestyle, design and sports.

As Mr. Ruffini stated in the first-half 2022 earnings call, "There is no future without a past, and that the past alone is not enough to ensure a bright future."

With the global campaign spotlighting the various initiatives that helped Moncler achieve success over 70 years, the luxury mainstay further consolidates its innovative brand image as a full-fledged house rooted in a community-centric and digital-driven culture.

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