

APPAREL AND ACCESSORIES

Moncler Group revenue up 27pc to \$2.8B in 2022

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Moncler Group's 2022 revenue tally includes contributions from its Stone Island brand, which it acquired fully in 2021. Image credit: Moncler Group

By LUXURY DAILY NEWS SERVICE

Italian fashion group Moncler S.p.A., whose puffer jackets are popular with the in-crowd, experienced double-digit revenue growth year over year in 2022.

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Of the 2.6 billion euros (\$2.772 billion at time of exchange) that the group generated last year, the vast majority 84.6 percent was earned by the flagship Moncler brand, which celebrated its 70th anniversary last year. The remaining 15.4 percent is attributable to menswear brand Stone Island, which celebrated 40 years in 2022.

"2022 was a year of great emotions and successes that have exceeded our own expectations," said Remo Ruffini, chairman/CEO of [Moncler S.p.A.](#), in a statement.

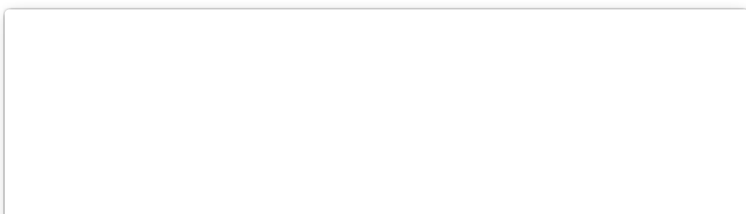
"Today, I am proud to present excellent results, whose value is even more significant if we consider the complicated context in which they were achieved," he said.

Puffed up

The Moncler flagship turned over 2.2 billion euros in 2022, or \$2.349 billion at time of exchange, an increase of 19 percent from the year before.

In the fourth quarter, specifically, the brand generated 949 million euros, or \$1.012 billion, in revenue, a 16 percent y-o-y gain.

The Stone Island brand, the final 30 percent share of which Moncler acquired in April 2021 ([see story](#)), generated sales of 401 million euros, or \$428 million at time of exchange. This represents a 28 percent increase from 2021.



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A post shared by Stone Island (@stoneisland_official)

As it was in 2021, the vast majority of sales 46.8 percent of Moncler brand's sales came from the Asian market, though some ground approximately 3 percent was ceded this year to the Europe Middle East and Asia (EMEA) market. The Americas' share of revenue remained exactly the same from the year prior, at 16.7 percent.

The Moncler network consists of 251 mono-brand stores, nine of which were added between Sept. 30 and Dec. 31, and of those nine, six were in the Asian market. Among these new openings are key markets such as Seoul, South Korea and Shanghai and Chengdu in China.

While 80.5 percent of the flagship brand's revenue in 2022 came from direct-to-consumer sales, the majority of Stone Island's revenue from the same period 62.8 percent is owed to its wholesale channel.

Stone Island's largest market remained the EMEA region last year, with Italy, France and the United Kingdom cited as leading the charge. Though the region earned 37.5 million euros \$40 million at time of exchange more than in 2021, it dropped from 77.8 percent majority of sales to 69.5 percent in 2022.

Stone Island's EMEA market ceded some ground to the Asian market, which comprised 20 percent of sales in 2022, up from 12.9 percent in 2021.

On the sustainability front, the group received the highest score in the "Textiles, Apparel and Luxury Goods" category on S&P Global's 2022 Corporate Sustainability Assessment, a 91 out of a possible 100.

More specifically, the brand's achievements included recycling 100 percent of nylon scraps from its direct sites, investing 2.7 million euros \$2.88 million into its surrounding communities and implementing its repair service, Extra-Life, throughout the world.

With a year of growth behind his brand, Mr. Ruffini looks to the future.

"Looking at 2023, the macroeconomic environment remains complex and characterized by continued uncertainty, but also by many opportunities," he said in the statement.

"Despite the unpredictability of the scenario in which we operate, we face the year with confidence and energy, conscious of our flexible and reactive organization and of our clear strategic vision whose priority is to continue strengthening our brands, always involving and inspiring new communities, 'Beyond Fashion, Beyond Luxury.'"