

APPAREL AND ACCESSORIES

Moncler Grenoble ambassadors meet in Swiss Alps for global campaign

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Titled "Beyond Performance," the ad effort arrives as the first-ever Moncler Grenoble flagship opens in St. Moritz this month. Image credit: Moncler

By AMIRAH KEATON

Italian fashion company Moncler is moving beyond the pursuit of technical excellence.

Sharing experiences in Switzerland, Olympic gold medalist and five-time World Champion skier Perrine Laffont, viral freerider Richard Permin, World Champion snowboarder Xuetong Cai and three-time Olympic gold medalist Shaun White unite for Beyond Performance, a global campaign shot by British photographer Jamie Hawkesworth. The ads arrive as the performance wear line, born in 2010, enters uncharted territory with the opening of the first Moncler Grenoble flagship store, which comes to St. Moritz this month.

Beyond performance

In new marketing, four Moncler Grenoble ambassadors embark on the types of adventures that exist just beyond the accolades in an intimate ad series.

A film captured by British-Irish director Benn Northover cuts between outdoor and indoor scenes, showcasing the versatility of the latest Moncler Grenoble collection. Revealing the often-unseen side of champion athletes, the thrill-seekers explore their emotional connections with nature, encouraging audiences to do the same in digital content.

The campaign film sheds light on often-unseen sides of champion athletes

Coming inside aprs-ski, the group is able to "create meaningful connections, friendship and lasting memories," as told by the brand.

The fall/winter 2023 assortment continues the line's legacy, marrying sportswear with luxury to support interactions with the great outdoors during cold winter months.

Garments incorporate advanced materials such as waterproof Gore-Tex and four-way stretch fabrics. Providing comfort even in extreme conditions, the attire is also fitted with ventilation systems and other thermoregulators.



Ms. Laffont, Mr. Permin, Ms. Cai and Mr. White unite for Beyond Performance. Image credit: Moncler

Campaign imagery puts the collection's primary color palette on display. In contrast, styles in less vibrant tones such as black provide options outside of the yellows, reds, greens and blues.

Goggles, helmets, skis, snowboards and mountain equipment are also all included, the entire seasonal lineup available at [moncler.com](https://www.moncler.com).

Notably, the capsule involves a technical snowboard created in collaboration with Mr. White's premium gear and apparel brand, Whitespace. The move strategically taps into the influence and expertise of a well-known figure, enhancing Moncler's appeal beyond the confines of traditional luxury consumers.

Beyond performance, behind the medals, between the wins; there's warmth, gratitude and community. World-renowned skiers Perrine Laffont, Richard Permin, Xuetong Cai and Shaun White share a moment off-piste and off-guard before the next ride. [#MonclerGrenoble](https://twitter.com/MonclerGrenoble). Discover more on pic.twitter.com/Q64Rxb3ydu

Moncler (@Moncler) [December 8, 2023](https://twitter.com/Moncler)

Utilizing the backdrop of St. Moritz to give the Moncler Grenoble a lifestyle bend is a choice that extends beyond the mountain and into the high-end shopping districts of the Swiss Alps.

Moncler in St. Moritz

In 1952 ([see story](#)), the luxury label was founded in a small village near Grenoble, France.

Many years later, the brand's universe expands.

Designed by Kchel Architects, the resort town of St. Moritz is now home to an inaugural Moncler Grenoble store. At roughly 3,230 square feet, the retail location honours heritage.



The Moncler Grenoble store in St. Moritz is LEED-certified. Image credit: Moncler

The interiors are inspired by the wild landscapes that surround the boutique, continuing the brand's embrace of style and function ([see story](#)).

Raw materials meet seating areas and display systems. Forestlike highlights bring the space to life, from grand wooden tree sculptures to a central stone catwalk.

The store is LEED-certified, underlining an overarching commitment to energy efficiency and environmental responsibility.

A set of winter wonderlands worldwide round out the effort: Moncler Grenoble pop-ups will reach Hankyu Umeda in Osaka from Dec. 1 Dec. 31, 2023, Franz Kraler in Cortina from Dec. 1 Jan. 30, 2024 and Sagmeister in Lech from Dec. 15 March 3, 2024, each offering consumers closer encounters.

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