

APPAREL AND ACCESSORIES

Moncler returns to the slopes for Grenoble campaign

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Snow-covered landscapes and blue skies serve as the backdrop of the new promotional imagery. Image credit: Moncler/Mario Sorrenti

By ZACH JAMES

Italian fashion company Moncler is showcasing its connections to mountain lifestyles.

The label's Moncler Grenoble fall/winter 2025 campaign sees it return to the slopes, spotlighting its latest high-performance skiwear collection through the lens of a legendary industry figure. A talented, multidisciplinary cast fronts the initiative, displaying its sporting and aprs-ski capabilities alike through stills and short films.

Frosty functions

Captured by famed Italian-American fashion photographer Mario Sorrenti, the advertisements focus on the harsh landscapes that the apparel selection was designed to brave.

Shot on location in the Alps, the snapshots feature brand ambassador and Norwegian-Brazilian alpine ski racer Lucas Pinheiro Braathen, American Olympic snowboarding gold medallist Chloe Kim, French actor Vincent Cassel and American model Amber Valletta. Together, the four professionals demonstrate the capabilities of the Alpine apparel.

Moncler presents the Grenoble fall/winter 2025 campaign

While the collection focuses on high-performance wear, the promotional push displays its stars in different ways, with Mr. Cassel and Ms. Valletta highlighting the aprs-ski pieces through various outfits. Separately, the two Winter Olympians showcase the durability of the collection with shots depicting uphill excursions, mountain lift trips and cliffside respites.

A corresponding short film sees Mr. Braathen, alongside fellow athletes Emma Hall, Richard Permin and Nic von Rupp, climb the expansive mountain range before reaching the summit at nightfall. Under the cover of darkness, the group then skis down a snow-covered cliff face before guiding themselves back to a slaloming, well-lit course; they then repeat their trek up the steep terrain to see the sunrise before venturing downward once again.

These distinct marketing releases, both helmed by Mr. Sorrenti, seek to reconnect Moncler to its roots in the Alps while shining a light on the brand's convergence of mountain life inspirations, top-end athletic performance and luxury style.



The promotional push also spotlights collaborations with Italian footwear brand Moon Boot and ski gear brand Whitespace. Image credit: Moncler/Mario Sorrenti

Spanning sweaters, jackets, ski bibs, goggles, hats, helmets, boots and various layered ready-to-wear pieces, gear and accessories for men and women, the selection aims to appeal to all skill levels, from casual observer to leading global athletic competitors. The drop also features a limited-edition snowboard designed by long-time brand ambassador and snowboarding legend Shaun White.

The fall/winter 2025 Moncler Grenoble collection is available now in select boutiques and on the maison's [website](#).

Hit the slopes

With the release of the new campaign, Moncler is further solidifying its commitment to extreme winter sports ahead of the Milano Cortina 2026 marketing blitz.

Earlier this month, the label announced its return to the Olympics following a near-60-year absence, as it will sponsor the Brazilian Olympic Committee and the Brazilian Snow Sports Federation's alpine ski team. Alongside Mr. Braathen, the brand designed the squad's racing suits and launched a short film celebrating the international partnership ([see story](#)).



The promotional video sees the brand ambassador ski down a mountain in the special outfit. Image credit: Moncler/Mario Sorrenti

Several other leading luxury brands are also staking their claim to the high-performance world of skiing and mountainside athletics with recent releases.

In October, Italian fashion label Gucci unveiled its debut winter sportswear collection, dubbed "Gucci Altitude," with the help of Italian tennis player, brand ambassador and former junior ski champion Jannik Sinner ([see story](#)). Soon after, French fashion house Balenciaga followed suit, revealing its 2025 skiwear selection with a campaign that depicted its "slope-to-street capabilities" ([see story](#)).

U.S. fashion brand Ralph Lauren is the most intimately involved in the athletic endeavor, as it showcased Team USA's opening and closing ceremony uniforms for the Milano Cortina 2026 Olympic and Paralympic Winter Games, alongside a consumer capsule of Team USA-themed ready-to-wear, just days ago ([see story](#)).

All of these launches come ahead of next year's hotly anticipated Winter Olympics, which will likely see an elevated amount of luxury interactions due to the location's close ties to the global couture circuit. More sponsorships, brand ambassador deals and other advertising activations are sure to follow, with labels seeking to uplift their winter gear on the global stage.

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