





MONCLER

Moncler is an Italian luxury fashion brand mostly known for its skiwear. Started with quilted sleeping bags, it transformed gradually from mountain ski-wear to urban-casual style.



MERGING FASHION AND HIGH-PERFORMANCE

Moncler has always stood for creativity and innovation while remaining true to its heritage and DNA. From the K2 expedition to the various artistic projects, it's merging fashion and high-performance.



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- Current Brand Audit
- Customer Analysis
- Competitor Analysis

BRAND SYSTEM

PRODUCT & BRAND HISOTRY TIMELINE

PRODUCT & BRAND HISTORY TIMELINE

1952

MONCLER FOUNDED



The company was founded by René Ramillon and André Vincent in Monestier-de-Clermont, near Grenoble (France).

FIRST DOWNJACKET

The first down jackets were created by Moncler. With this opportunity, they created its Moncler pour Lionel Terray collection which includes specialist down-padded jackets, salopettes, gloves, and sleeping bags.



1954

1955

FRENCH EXPEDITION TEAM



Moncler was asked to supply its down jackets to the French expedition team as support for their climb to the summit of Mount Makalû.

PRODUCT & BRAND HISTORY TIMELINE

1957

MONCLER TO GRENOBLE



To prevent a shortage of product fillers and to improve labor efficiency, Moncler moved to Grenoble with more raw materials.

EXPEDITION TO ALASKA

Moncler's relationship with Lionel Terray continued to develop, and Lionel Terray had an expedition to Alaska with the company becoming the official supplier for mountaineer expeditions.



1964

1968

SUPPORT OF WINTER OLYMPICS



Moncler became an official supporter of the French national ski team for the 10th Winter Olympics in Grenoble. They designed a jacket that has thinner fill but can keep the athletes' muscles warm before the game. From this, the first ski down windbreaker was made and named "Nepal".

PRODUCT & BRAND HISTORY TIMELINE

CHANTAL THOMASS IN MONCLER

Moncler brought Parisian designer Chantal Thomass on board to reinvent the look of the iconic Moncler down jacket. Moncler have moved their target from technical apparel to the fashion market. They also aimed opened a oversea market and this had brought a huge wave in Japan.



1974

TRANSFORM OF MONCLER



Rene Ramillon offers the company to his daughter, Anni Charlton to take over. Throughout the 1970s, Moncler maintained the status of sportswear. With the advent of hedonistic values in the 1980s, clothes were regarded as a sign of status and also left a mark in the history of Moncler.

1980

1983

THE PANINARO



People in Rome and Milan also start to buy Moncler for its status, style and keep it as a fashion collection, instead of its functions for outdoor extreme sports.

PRODUCT & BRAND HISTORY TIMELINE

MONCLER IN ECHIROLLES

Moncler located their new office and factory in Echirolles, an industrial area on the edge of Grenoble. The territory also began to expand by adding products and starting new lines.



1985

PANINARO JACKET



50000 nylon fabric with shoulder pads and detachable sleeves jackets were sold out in Italy. The most popular colors Moncler have used were orange and yellow.

1987

1992

COMPETITIONS



Moncler has noticed that young people start to refuse to wear their products that are out of date and their technology of sports equipment are not as competitive as before in the market.

PRODUCT & BRAND HISTORY TIMELINE

With the support of FinPart, Moncler have opened more product lines and showed the potential of the brand in many different aspects. Moncler's jacket has come a must have item in cold season.

Finpart

FINPART

1994

ONE YEAR OF ADJUSTMENT



With one year of adjustment, they have started the market of outdoor sports wear, and people start to have more choice to wear Moncler to other occasions.

1998

1999

FIRST SHOW



Moncler has gathered more strength to their first show, spring and summer 2000 series, with Remo Ruffini as creative director.

PRODUCT & BRAND HISTORY TIMELINE

Moncler was perched by Remo Ruffini, then Moncler has really broke the boundaries of professional ski wear, and began to develop to the direction of fashion daily wear. Ruffini's join also brought more contacts from the fashion circle to Moncler.



TO THE CITY

2000 ■

MONCLER ENFANT



The company has brought out their new collection "Moncler Enfant", a luxury apparel and technical ski ware for children from new born to 19 years old.

2003 ■

2006 ■

MONCLER GAMME ROUGE



The first designer Moncler invited was Alessandra Fachinetti. She created a new high-end women's wear line Gamme rouge.

PRODUCT & BRAND HISTORY TIMELINE

2009 ■

MONCLER GAMME BLEU



The second designer Moncler invited was Thom Browne, and he is the design director of Gamme Bleu Design senior menswear. In the same year, Moncler has their stores in mainland China, located in Shanghai and Hong Kong, officially landed in the Chinese market.

MONCLER GRENOBLE

Moncler Grenoble, a collection of women's and men's wear, was launched at New York fall and winter fashion week.



2010 ■

2013 ■

MONCLER LUNETTES



The Moncler Lunettes eyewear series, including women's and men's eyewear series, was officially launched and presented at Mido Milan and Silmo Paris.

PRODUCT & BRAND HISTORY TIMELINE

In 2014, Moncler was accused by animal protectionists claiming that it had treated geese in an inhumane way in the process of obtaining raw materials to make down jackets. As a result, Moncler stated that all geese used to make down jackets "must be treated in a humane way to ensure that they do not suffer additional pain."



MONCLER AND GEESE

2014

K2-60 YEARS LATER



Moncler has provided equipment to the team of "K2 - 60 Years Later" to celebrate the first conquest of the peak six decades.

2016

2017

END OF GAMME



Moncler has announced the end of the collaboration with Thom Browne for the Gamme Bleu menswear, and Giambattista Valli for Gamme Rouge.

PRODUCT & BRAND HISTORY TIMELINE

MONCLER GRENOBLE RECYCLED

Moncler launched a bio-based “carbon neutral” down jacket which is made with fabric, lining, buttons and zips derived from castor beans from the castor plant. This can reduce carbon emissions by 30%, and all components of the clothes are from renewable resources, are fully recyclable.



2018

MONCLER GENIUS

GENIUS
IS BORN CRAZY



Moncler introduced Moncler Genius to reinvent the original heritage of its, to move in line with Ruffini’s ambitions for Moncler’s identity.

2019

2019

E-COMMERCE

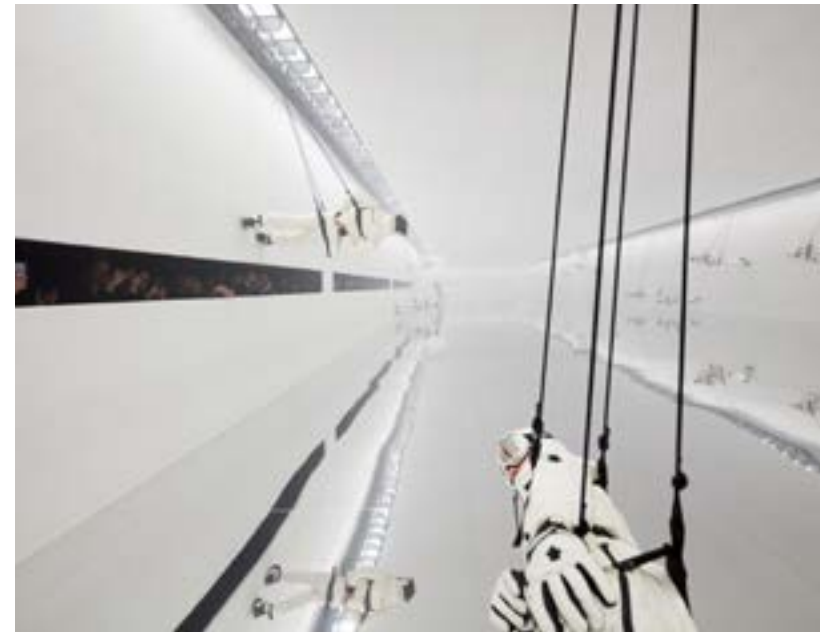


Moncler launches its directly managed e-commerce site in Korea

PRODUCT & BRAND HISTORY TIMELINE

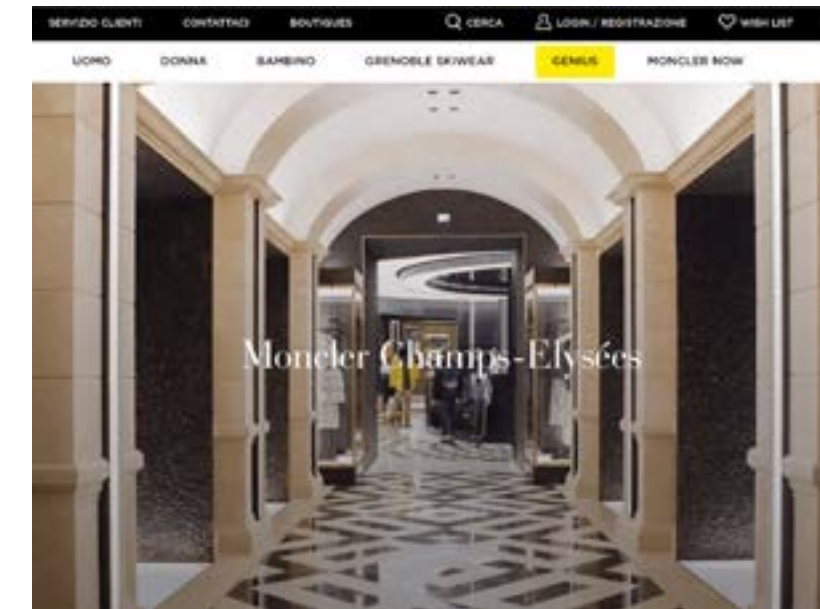
AIMING FOR CHINESE MARKET

Due to the pandemic, Moncler have noticed the importance of the young generation and the Chinese market. Ruffini said, "The company will focus on young consumers and the Chinese market in the future to help restore sales, and is expected to recover in the second half of 2021."



2020

COVID 19 IMPACT



Moncler had huge influence due to the pandemic of Covid 19, and they are accelerating on digital transformations to better attract more consumers by using digital platforms and social media.

2020

2021

STONE ISLAND



Moncler announced the acquisition of Italian high-end casual wear brand Stone Island. They will share the same idea of "beyond fashion, beyond luxury".

BRAND OVERVIEW

MONCLER PRODUCT LINE

MONCLER GENIUS COLLECTION

CURRENT PRODUCTS

BRAND OVERVIEW



**MONCLER MEN &
MONCLER WOMEN**
Daily casual clothing for
men and women



MONCLER GRENABLE
Technical skiwear,
including an eco-
conscious line **Moncler
Grenoble Recycled.**



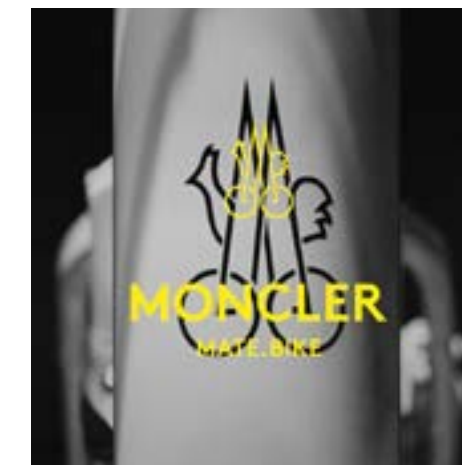
MONCLER LUNETTES
Sunglasses collection



MONCLER ENFANT
Kidswear collection



MONCLER GENIUS
Designers collections that
interprets Moncler's identity
released on a monthly basis.



MONCLER MATE. BIKE



**MONCLER RIMOWA
"REFLECTION"**



**MONCLER POLDO
DOG COUTURE**

MONCLER

MONCLER WOMEN



MONCLER GRENOBLE

Pollein

00 0 1 2 3 4 5

\$ 1,710.00



MONCLER GRENOBLE

Soussun

00 0 1 2 3 4 5

\$ 1,570.00



MONCLER

Teremba

SUSTAINABLE

00 0 1 2 3 4 5

\$ 1,450.00



MONCLER

Gatope

SUSTAINABLE

00 0 1 2 3 4 5

\$ 1,750.00

MONCLER WOMEN



MONCLER

Wool cardigan

XS S M L XL

\$ 895.00



MONCLER

Nylon léger cardigan

XS S M L XL

\$ 895.00



MONCLER

Wool-blend cardigan

XS S M L XL

\$ 990.00



MONCLER

Wool cardigan

XS S M L XL

\$ 895.00

MONCLER MEN



Maya

\$ 1,290.00



Maya

\$ 1,290.00



Montgenevre

\$ 1,700.00



Montgenevre

\$ 1,700.00

MONCLER MEN



MONCLER

Huchet

00 0 1 2 3 4 5 6 7

\$ 775.00



MONCLER

Perouges

00 0 1 2 3 4 5 6 7

\$ 1,225.00



MONCLER

Conques

00 0 1 2 3 4 5 6 7

\$ 1,250.00



MONCLER

Courry

00 0 1 2 3 4 5 6 7

\$ 3,660.00

MONCLER CHILDREN



MONCLER ENFANT

Anatolios

4A 5A 6A 8A 10A 12A 14A

From: \$ 475.00



MONCLER ENFANT

Vaug

4A 5A 6A 8A 10A 12A 14A

From: \$ 355.00



MONCLER ENFANT

Anastasios

4A 5A 6A 8A 10A 12A 14A

From: \$ 455.00



MONCLER ENFANT

Denim skirt

4A 5A 6A 8A 10A 12A 14A

From: \$ 215.00

MONCLER CHILDREN



Bady

From: \$ 535.00



Brouel

From: \$ 550.00



New Armoise

From: \$ 815.00



Sunday

From: \$ 665.00

MONCLER GRENOBLE SKIWEAR



MONCLER GRENOBLE

T-shirt

XS S M L XL XXL 3XL

\$ 290.00



MONCLER GRENOBLE

Hooded cardigan

XS S M L XL XXL 3XL

\$ 1,355.00



MONCLER GRENOBLE

Sweatshirt with hood

XS S M L XL XXL 3XL

\$ 1,040.00



MONCLER GRENOBLE

Padded cardigan

XS S M L XL XXL 3XL

\$ 1,005.00

MONCLER LUNETTES EYEWEAR



MONCLER LUNETTES

Rounded sunglasses

UNI
\$ 420.00



MONCLER LUNETTES

Rounded sunglasses

UNI
\$ 325.00



MONCLER LUNETTES

Rounded sunglasses

UNI
\$ 325.00



MONCLER LUNETTES

Rounded sunglasses

UNI
\$ 325.00

MONCLER WOMEN BOOTS



MONCLER

Carol

35 35,5 36 36,5 37 37,5 38 38,5 39 39,5 40 40,5 41

\$ 715.00



MONCLER

Ginger

35 36 37 38 39 40 41

\$ 495.00



MONCLER

Insolux

35 35,5 36 36,5 37 37,5 38 38,5 39 39,5 40 40,5 41

\$ 495.00



MONCLER

Ginette

35 36 37 38 39 40 41

\$ 495.00

MONCLER WOMEN FOOTWEAR



MONCLER

Leave No Trace

35 35,5 36 36,5 37 37,5 38 38,5 39 39,5 40 40,5 41
\$ 745.00



MONCLER

ALODIE

- FIND IN BOUTIQUE -



MONCLER

Leave No Trace High

- FIND IN BOUTIQUE -



MONCLER

PATTY CHELSEA

35 35,5 36 36,5 37 37,5 38 38,5 39 39,5 40 40,5 41
\$ 695.00

MONCLER WOMEN BAGS



MONCLER

LARGE DAUPHINE

UNI
\$ 965.00



MONCLER

Dauphine Large

- FIND IN BOUTIQUE -



MONCLER

FELICIE

UNI
\$ 620.00



MONCLER

SEaux SEaux

UNI
\$ 900.00



MONCLER
GENIUS



MONCLER GENIUS

One house, different voices. Eight collections. Twelve design partners. A curation of the now. Times move, Moncler Genius moves, and reaffirms itself as an open concept driven by experimentation.

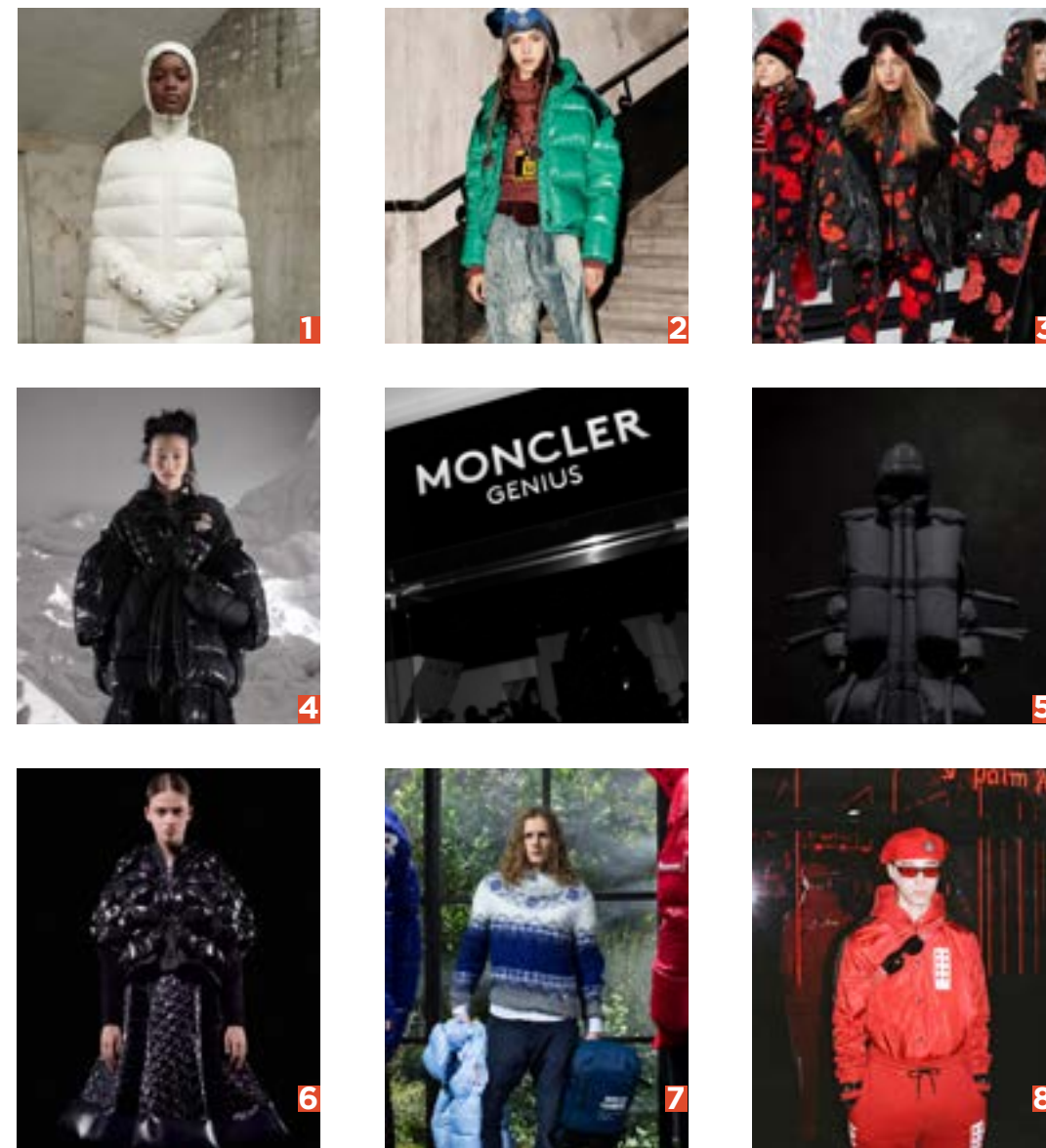
Moncler working with renowned designers to have their take on what is Moncler's DNA

This model blends the idea of fashion and “drop” culture

Genius strategy allows for a “more regular conversation” with customers

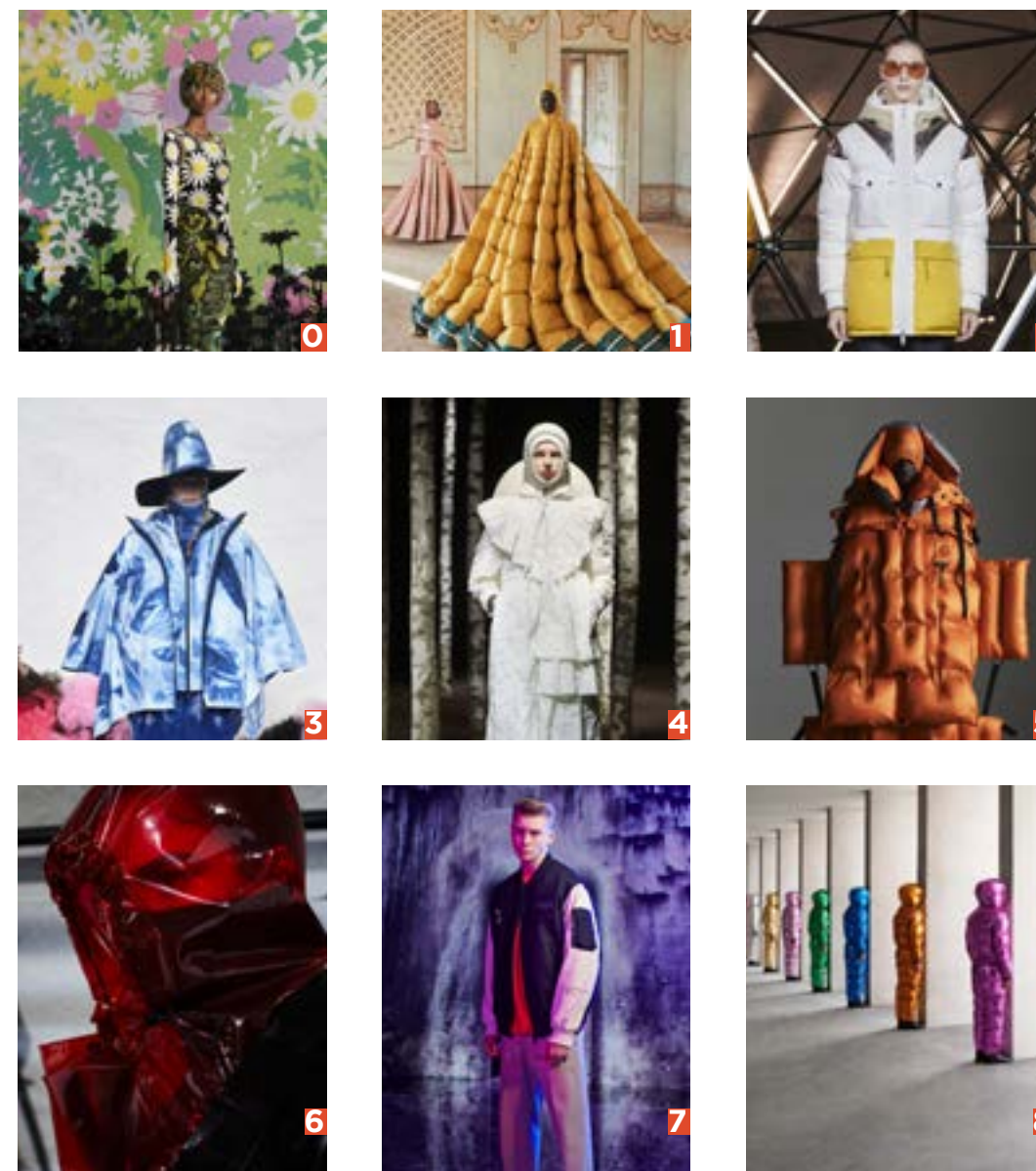
MONCLER GENIUS 2018 COLLECTION

- 1 MONCLER PIERPAOLO PICCIOLI
- 2 MONCLER 1952
- 3 MONCLER GRENOBLE
- 4 MONCLER SIMONE ROCHA
- 5 MONCLER CRAIG GREEN
- 6 MONCLER NOIR KEI NINOMIYA
- 7 MONCLER FRAGMENT HIROSHI FUJIWARA
- 8 MONCLER PALM ANGELS



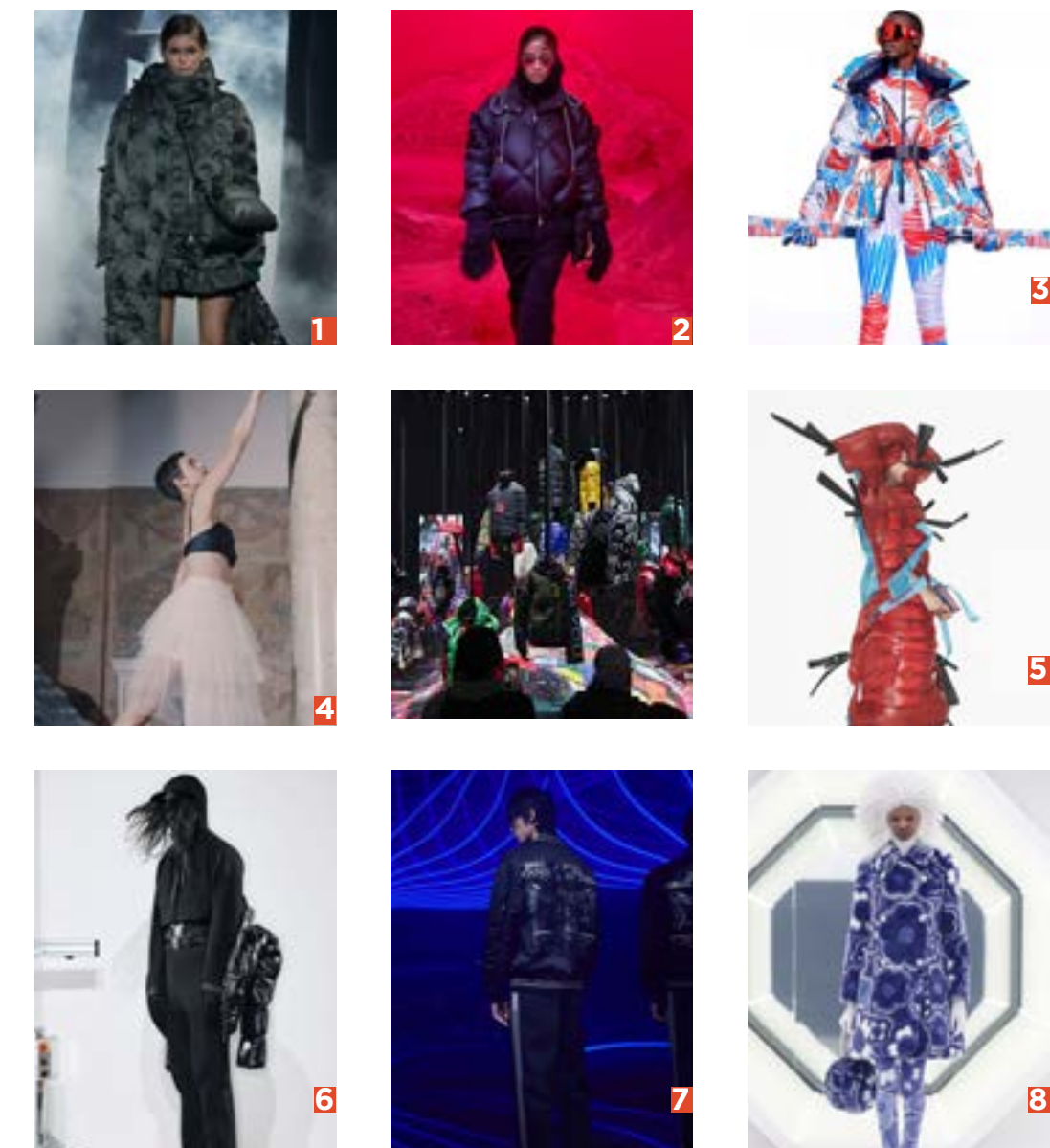
2019 COLLECTION

- 0 MONCLER RICHARD QUINN
- 1 MONCLER PIERPAOLO PICCIOLI
- 2 MONCLER 1952
- 3 MONCLER GRENOBLE
- 4 MONCLER SIMONE ROCHA
- 5 MONCLER CRAIG GREEN
- 6 MONCLER 1017 ALYX 9SM
- 7 MONCLER FRAGMENT HIROSHI FUJIWARA
- 8 MONCLER PALM ANGELS



2020 COLLECTION

- 1 MONCLER JW ANDERSON
- 2 MONCLER 1952
- 3 MONCLER GRENOBLE
- 4 MONCLER SIMONE ROCHA
- 5 MONCLER CRAIG GREEN
- 6 MONCLER 1017 ALYX 9SM
- 7 MONCLER FRAGMENT HIROSHI FUJIWARA
- 8 MONCLER RICHARD QUINN



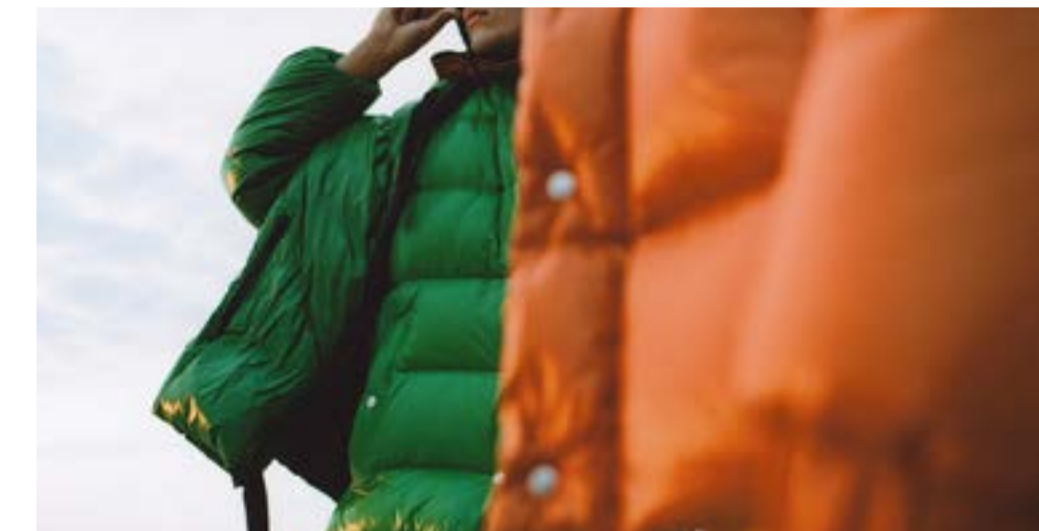
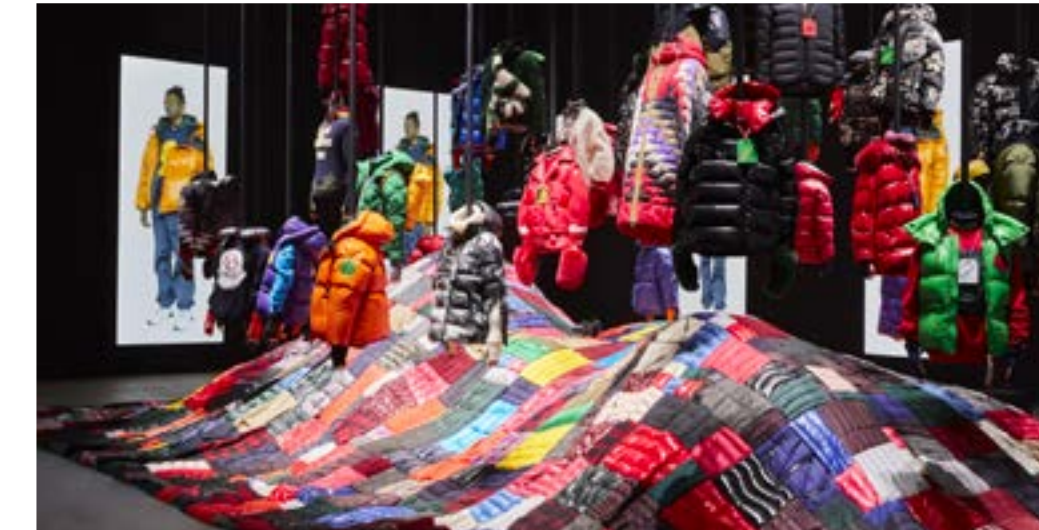
MONCLER GENIUS

MONCLER 1952

VERONICA LEONI & SERGIO ZAMBON

1952 is the year in which Moncler was established in a small village in the Haute Savoie mountains. Stretched between such chronologic pillars, the collection, for both men and women, is a fast-spinning, popstastic recollection of the quintessential Moncler trademarks.

Moncler 1952 was ripped at the seams and split in two, with Sergio zambon tackling menswear and Veronica Leoni designing the womenswear. It was arguably these two cultural-sartorial pillars that have sustained Moncler's cult-luxe status.



MONCLER GENIUS

MONCLER JW ANDERSON

JONATHAN ANDERSON

JW Anderson is a British fashion label, founded in 2008 by Northern Irish designer Jonathan Anderson. The collection was based on the idea of an "inflated archive" and riffs off the idea of applying Moncler's 3D fabrics to fan-favorite silhouettes by JW Anderson.

Jonathan Anderson presented a limited edition "exhibition-in-a-box" to celebrate the fashion week. It is a piece to interact with at home, while the world still struggles to find new ways to spend time together.



MONCLER GENIUS COLLECTIONS

1
MONCLER
JW ANDERSON



JW ANDERSON

[DISCOVER THE DESIGNER](#)



DUNROBIN

\$ 1,425.00



BATTERSEALONG

\$ 2,835.00



HOLYROOD

\$ 2,545.00

MONCLER GENIUS COLLECTIONS

2 MONCLER

1952

WOMEN | MEN



VERONICA LEONI SERGIO ZAMBON

DISCOVER THE DESIGNER



DIAMOND
\$ 1,375.00



DIAMONDLONG
\$ 1,750.00



OPAL
\$ 1,475.00

MONCLER GENIUS COLLECTIONS

3 MONCLER GRENOBLE WOMEN | MEN



SANDRO MANDRINO
DISCOVER THE DESIGNER



BELPEIT
\$ 1,965.00



PANTS
\$ 860.00



SKI GLOVES
\$ 570.00

MONCLER GENIUS COLLECTIONS

4
MONCLER
SIMONE ROCHA



SIMONE ROCHA
DISCOVER THE DESIGNER



DALEA
\$ 1,460.00



PERSEAM
\$ 2,565.00



PANSY
\$ 1,245.00

MONCLER GENIUS COLLECTIONS

5
MONCLER
CRAIG GREEN



CRAIG GREEN
DISCOVER THE DESIGNER



HINNEY
\$ 1,150.00



PEEVE
\$ 860.00



LANTZ
\$ 1,425.00

6
MONCLER
1017 ALYX 95M



MATTHEW WILLIAMS

[DISCOVER THE DESIGNER](#)



FOREST

\$ 1,965.00



COLLAR IN WOOL AND NYLON

\$ 575.00



CALISTE

\$ 1,965.00

MONCLER GENIUS COLLECTIONS

7
MONCLER
FRAGMENT
HIROSHI FUJIWARA



HIROSHI FUJIWARA
DISCOVER THE DESIGNER



MONCLER FRAGMENT + CONVERSE CHUCK 70
\$ 135.00



MONCLER FRAGMENT + CONVERSE CHUCK 70
\$ 135.00



ANTHEMY
\$ 1,965.00

MONCLER GENIUS COLLECTIONS



MONCLER

RIMOWA
"REFLECTION"



MONCLER RIMOWA "REFLECTION"

[DISCOVER THE DESIGNER](#)



REFLECTION

\$ 3,200.00

MONCLER GENIUS COLLECTIONS



MONCLER
POLDO
DOG COUTURE



MONCLER POLDO DOG COUTURE

[DISCOVER THE PROJECT](#)



MONDOG
\$ 465.00



SKI INSPIRED MONDOG
\$ 575.00



MONDOG REVERSIBILE
\$ 510.00

LOGO

FONT

COLOR

VISUAL SYSTEM

LOGO

MONCLER's logo consists of an emblem and a wordmark. It can be found on its group web and label. It also has a badge type logo where the emblem is placed into a rounded figure, and the wordmark is arched. MONCLER uses the badge on online stores and jackets.

MONCLER started using the current logo (emblem) in 1968 when it became the official supplier to the French downhill ski team.

BREAKOUT

Emblem - It has a stylized "M", drawn in blue and red. The emblem is also a drawing of a cockerel, which is a national symbol of France.

Wordmark - It is in all capital letters, which are in Friz Quadrata typeface.



VARIATION



FONT

For its logo, MONCLER uses a Friz Quadrata typeface. For product name, it uses Bauer Bodoni typeface. For other general usages such as description and documents, MONCLER uses Gotham SSm typeface (8-10 px for body text)

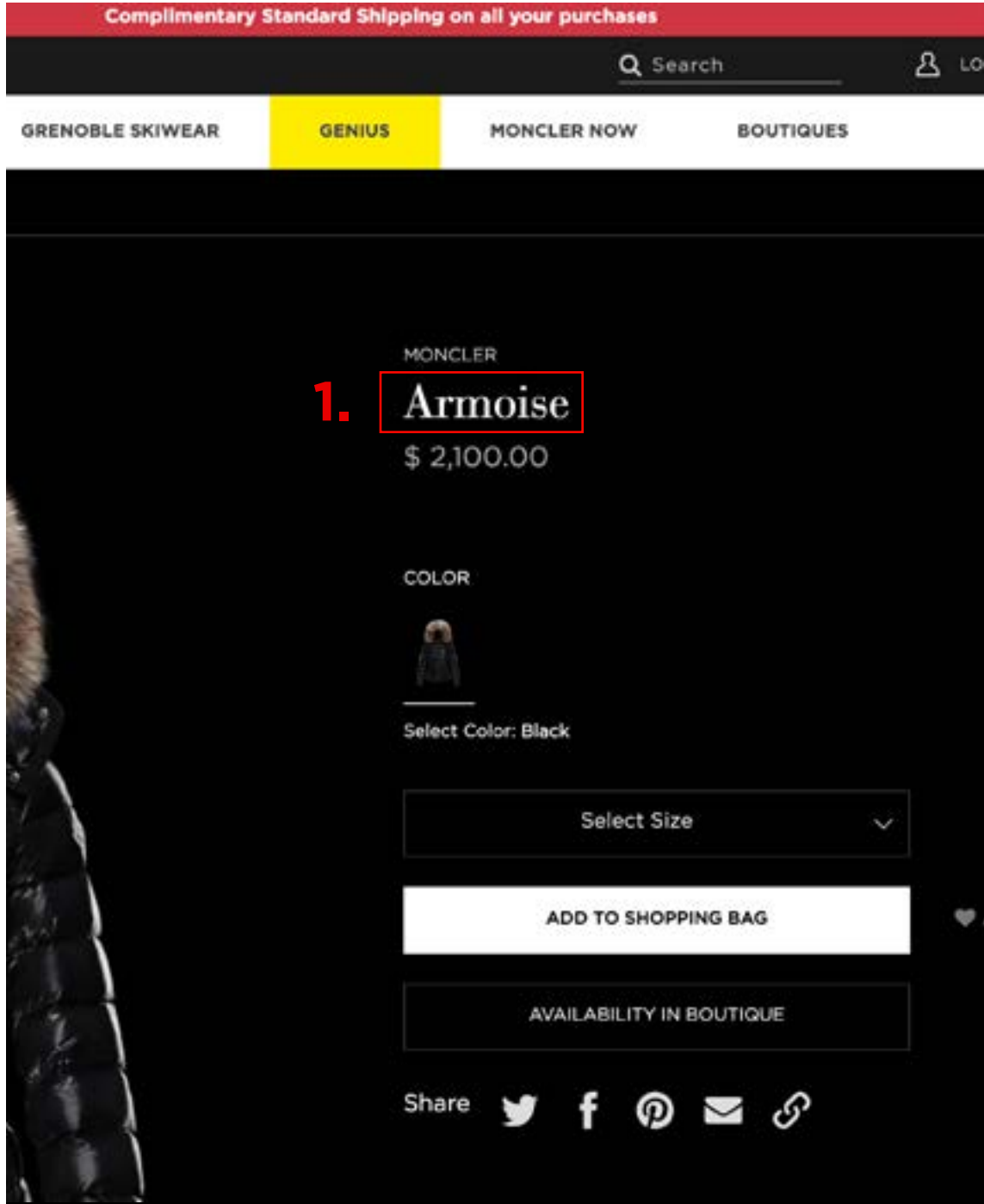
Friz Quadrata

Bauer Bodoni Std Roman

Gotham SSm Gotham SSm

COLOUR

MONCLER is very consistent about its color selection throughout its branding. On their website, fonts are mainly in grayscale, and highlighted texts are in almost identical color with its emblem.



Emblem

Website

e04a2b

e13021

2b1e4f

fbeb4e

NAME

DISCRIPTOR

TAGLINE

HEADLINE STYLE

DOMAIN NAME

COPY STYLE

VERBAL SYSTEM

NAME

Moncler, named after the place it originated from—**Monestier-de-Clermont**, an Alpine town near Grenoble, France.

DESCRIPTOR

Combining extreme needs with day-to-day city life.
Professional
Fashionable
Luxurious
Warm.

DOMAIN NAME

<https://www.moncler.com>

TAGLINE

“To create special products with a specialist’s approach”

HEADLINE STYLE

All capitalized letters for headline style.

- Increase the identification of the headlines and
- Make them look universal in heights .

- Sacrifices some readability which means the audience may lose interest on the headlines quickly.

COPY STYLE

For item names on website:
Serif fonts
Only first letter capitalized.

For all other context:
Sans-Serif fonts
Only first letter capitalized.

OFFICIAL WEBSITE

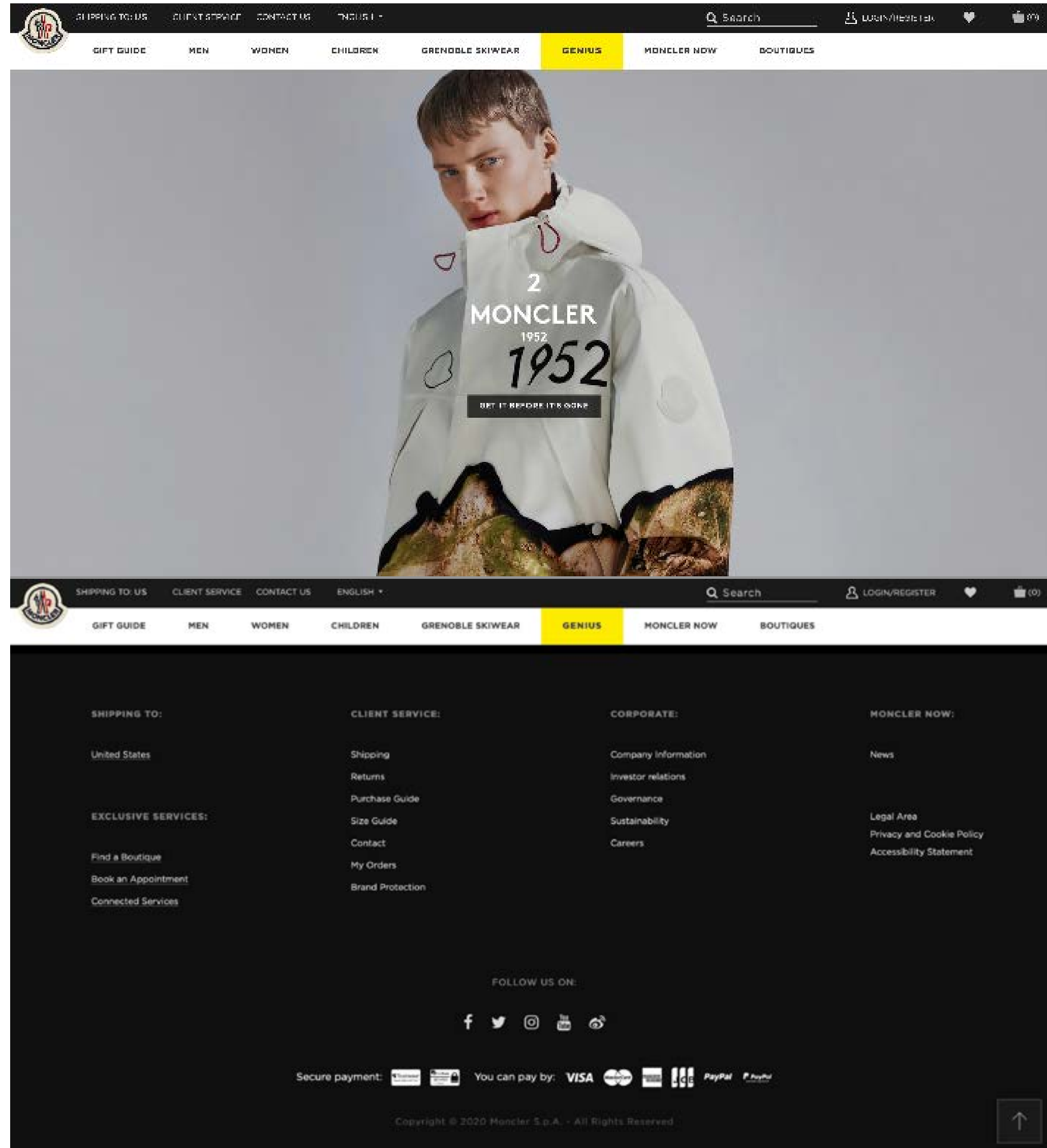
SOCIAL MEDIA

DIGITAL TEMPLATES

MONCLER

OFFICIAL WEBSITE

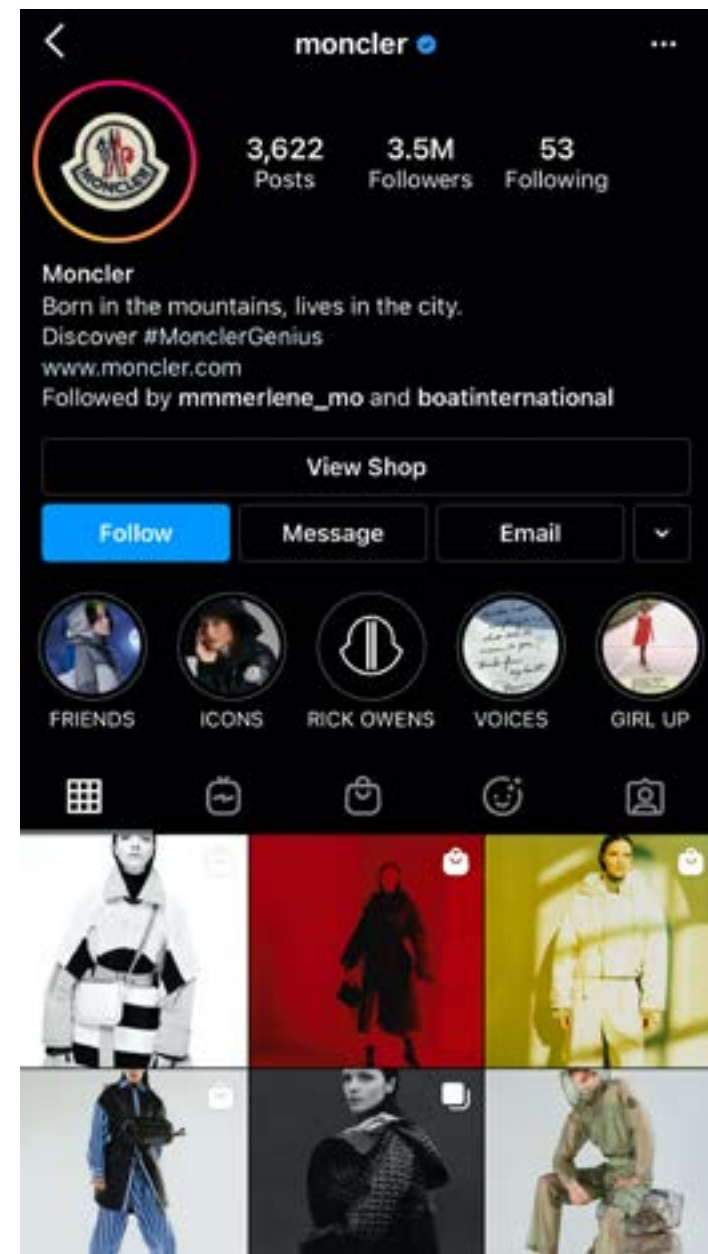
www.moncler.com



Moncler considers its digital channels as a crucial and indispensable tool for brand communications and business growth globally in an omnichannel approach. Not only responsible for e-commerce but also digital marketing and digital experience & intelligence, Moncler develops the online business and presence on all major social media. Moncler build these websites based on knowledge of the local culture.

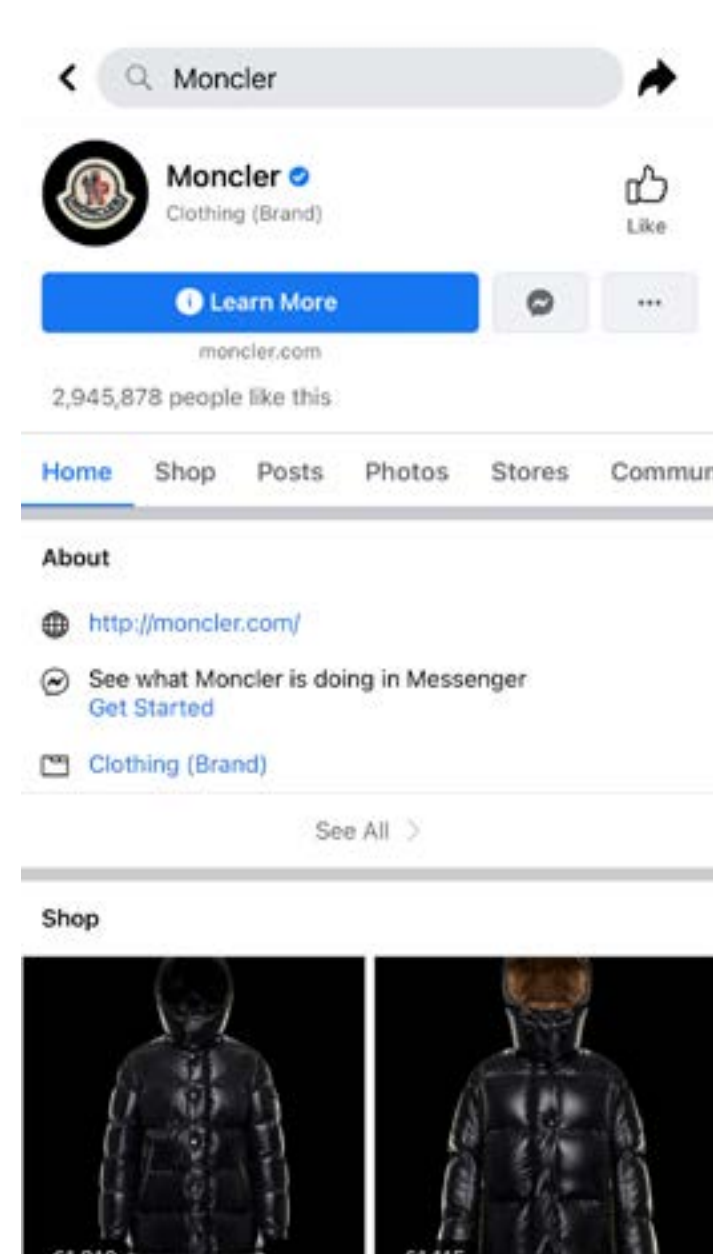
MONCLER

INSTAGRAM



- Products
- Preview of product
- Buy on the official website

FACEBOOK



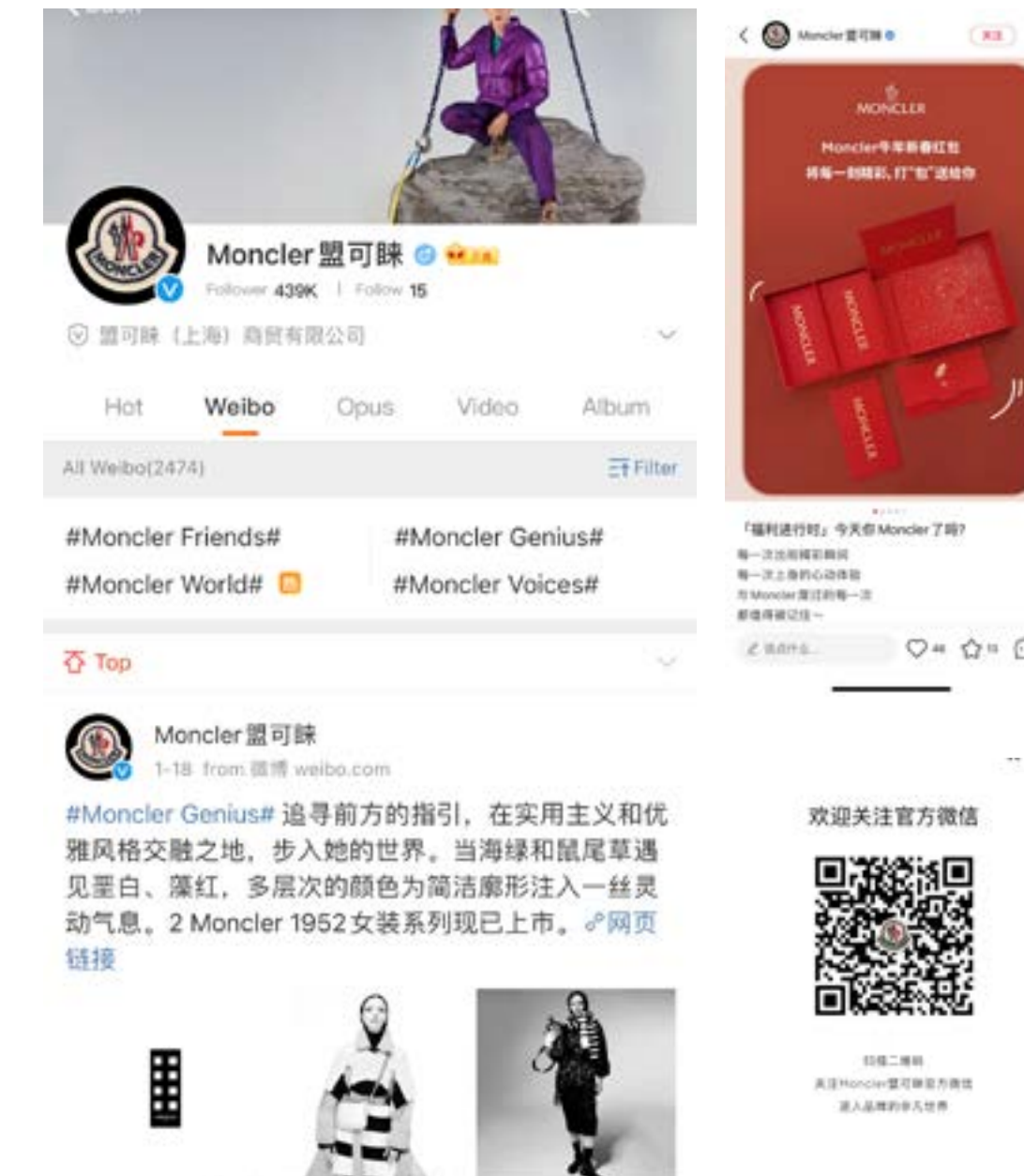
- Advance notice of the event
- Online & offline
- Live shopping & comments

TWITTER



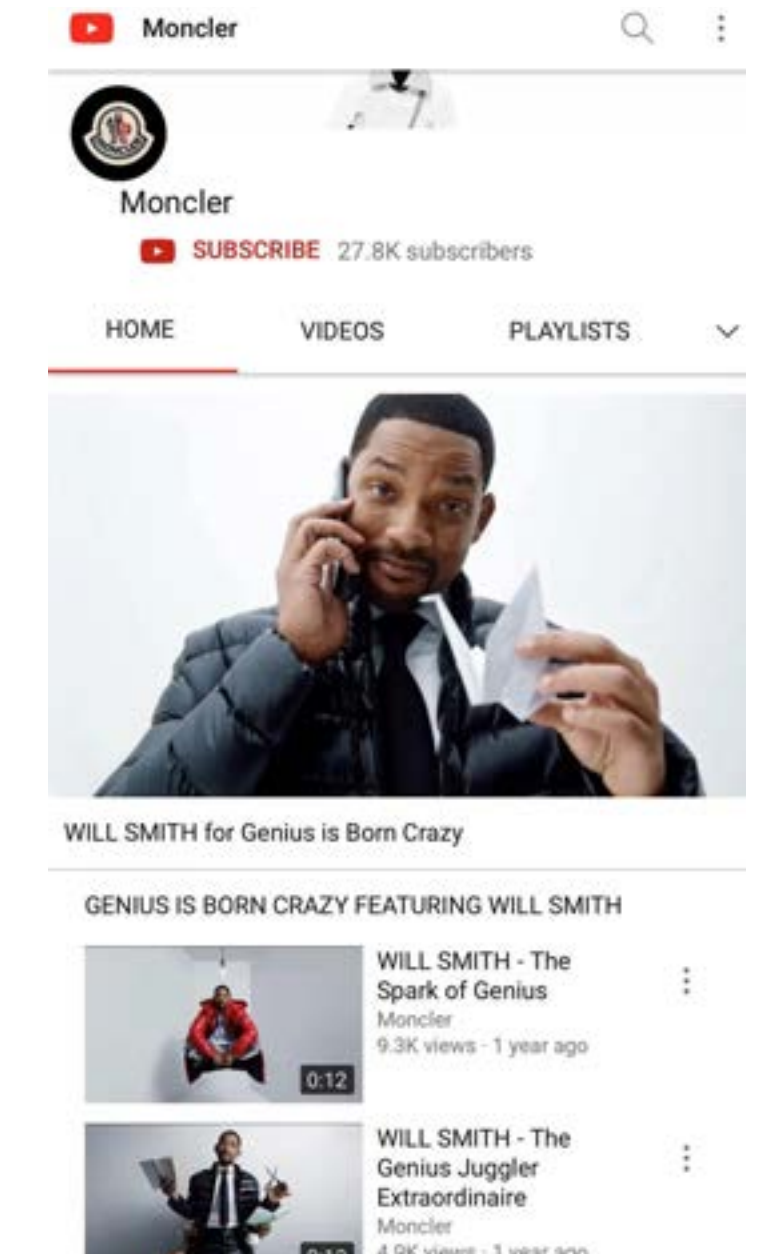
- Moncler & Moncler Japan
- Moncler Genius & products

WEIBO



- Weibo, WeChat & RED
- Advertising, Purchasing & Posting
- Special products
- Event related to Chinese tradition

YOUTUBE



- Advertisement in series
- Record of events

DESIGN LANGUAGE



DESIGN LANGUAGE

- Puffy pockets to store down fiber
- Tapered wristband
- High, surrounded collar to shelter from wind
- Side pockets on arms(herited from ski wear)
- La Coupe Cintree w/elastic waistband
- 3D Draping
- High stitch density
- Two-direction zippers
- 3-stripe zipper base (red, white,blue)
- Small Logos mostly
- Dark colors with glazing surface
or bright colors combinations

MATERIALS

COLORS

FINISH

CMF

MONCLER

MATERIALS



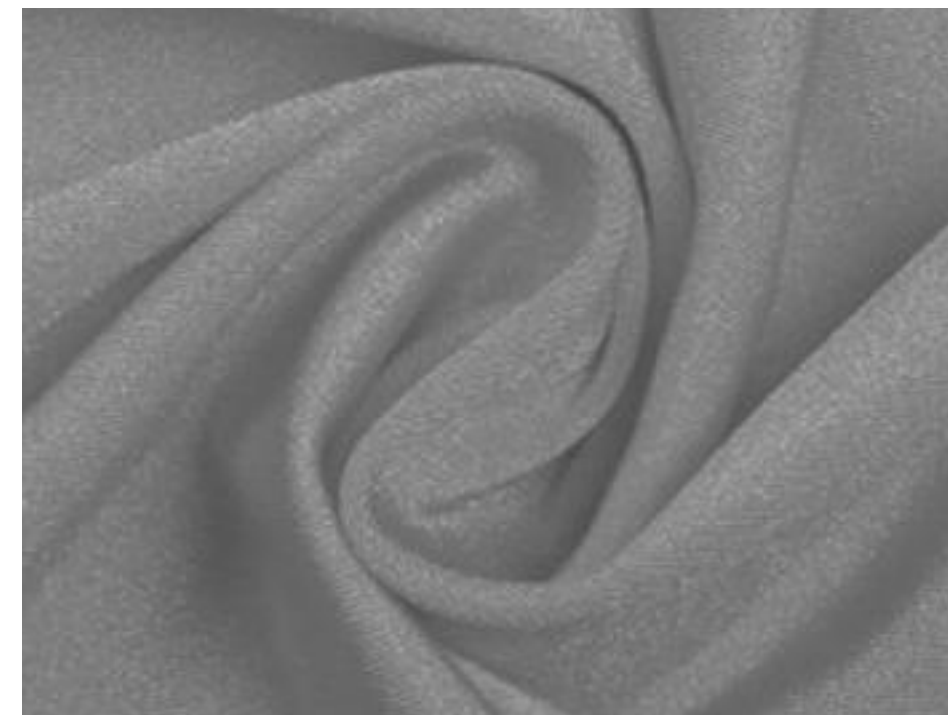
DOWN

The most common filling of a Moncler jacket. The net contain quantity is around 90%, 210-300g. It is the most important thing of a Moncler down jacket to keep warm.



PET

The main surfacing textile for Moncler Jacket
High heat, water, wind and environmental resistance
Good ability of anti-wrinkle and Good elasticity



NYLON/POLYAMIDE

The main inside textile for Moncler Jacket
Invented by Dupont



LYCRA/SPANDEX/ELASTANE

The support fabric used as inside textile for Moncler Jacket
Invented by Dupont
Good wear resistance, corrosion resistance, elasticity and air permeability.



FUR

Used as a decoration of hat on a Moncler Jacket
Helps a Moncler down jacket to keep warm and block wind. Moncler uses coyote fur as their source for fur. Usually, the use of fur is a symbol of luxury.



GORE-TEX

Used for Moncler ski-wear and outerwears
Gore-Tex is a waterproof, breathable fabric membrane and registered trademark of W. L. Gore & Associates



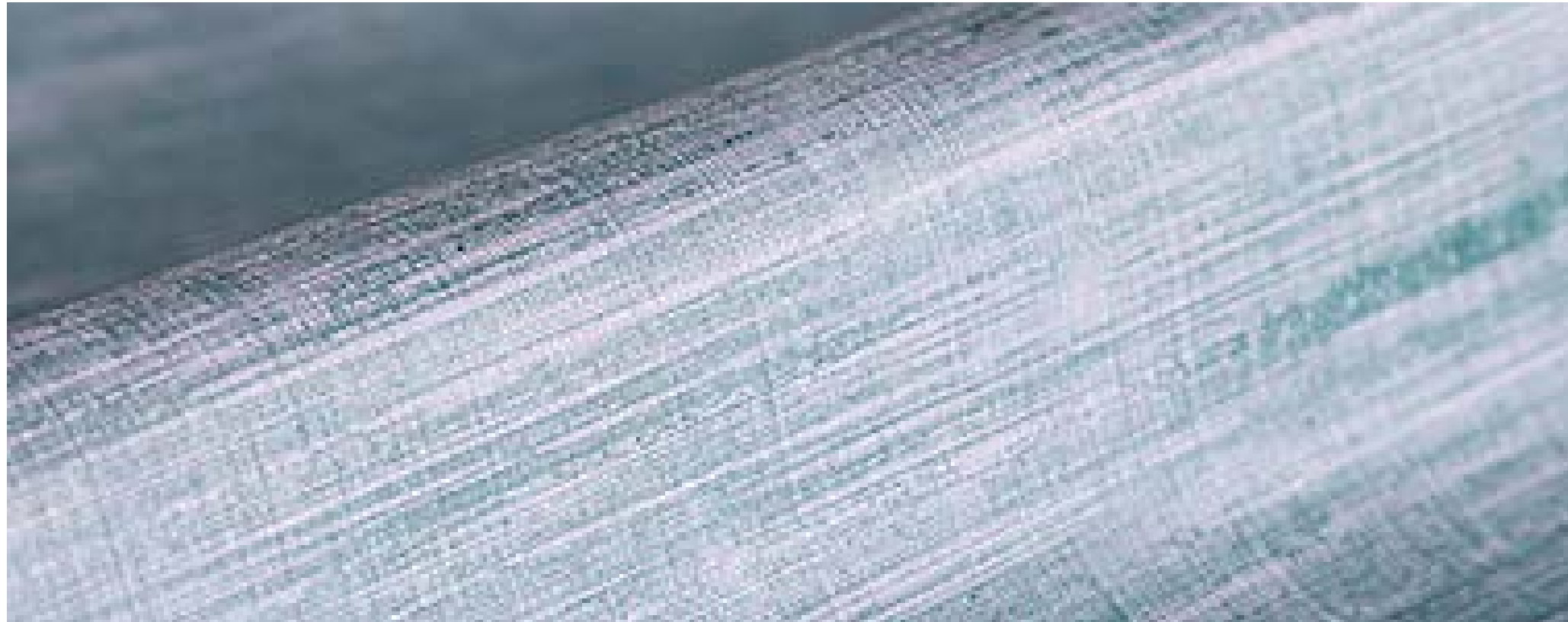
WOOL

Used for Moncler outerwear.
Wool is the textile fiber obtained from sheep and other animals, including cashmere and mohair from goats. It is a traditional textile to help keep warm.



UHMWPE (ULTRA-HIGH-MOLECULAR-WEIGHT POLYETHYLENE)

Used for Moncler ski-wear and outerwears
Bio-based UHMWPE Dyneema fiber is the newest fiber that Moncler uses to make the clothes ultra light and strong. It is environment-friendly.



Dyneema®

Moncler Grenoble uses Dyneema®, an innovative fabric to push the level of its performance to the next peak.

In fabric form, Dyneema® is available in composites, denim, knits, wovens and hybrids for composite reinforcements.

The Pros of Dyneema fabric:

High strength

Ultra lightweight

Waterproof

Breathable properties

Excels in cut and abrasion resistance

High resistance to chemicals and UV

Sustainable - 90% lower carbon footprint than generic HMPE



COLOR

Moncler never fears to apply bright colors into its products. Not only high-contrast colors, but also different patterns are applied to its experiential design with different designers.

- Matte/Glazed Dark Colors
- Bright/ Macaron Colors
- Transparent/Clear
- Printed patterns/paintings
(Camouflage/ Graffiti/Stripe/Polka Dots..)
(Imitating Denim/Nylon/Suede Leather..)
- A combination of listed above



FINISHING

Moncler is the pioneer of using new technology into its product finishing.

- Glazing
- Matte
- Transparent/Semi-transparent
- Embroidery
- Tie Die
- Flocking
- Collage
- Textile Printing
- Silkscreen Printing
- Thermo Transfer
- Fluffy (Berber Fleece)
- Smooth and Stiff (Gore-tex)
- Reflective

FINISHING



EMBROIDERY

Most Moncler logos use embroidery. Embroidery is the craft of decorating fabric or other materials using a needle to apply thread or yarn.



DIGITAL PRINTING

Work the same way as inkjets. By using this tech, Moncler could print whatever color, pattern, or intimate any textile they want, such as denim, or perform art effects such as tie dye or graffiti.



TIE DYE

Tie-dye typically consists of folding, twisting, pleating, or crumpling fabric or a garment and binding with string or rubber bands, followed by application of dye(s). It is a traditional craft originated from China.



FLOCKING

Flocking is the process of depositing many small fiber particles (called flock) onto a surface. The content can so pop out from a flat surface and become more attractive.



FLUFFY (BERBER FLEECE)

It is a special surfacing tech that uses berber fleece to make the surface touch fluffy. It is also very warm.



SMOOTH AND STIFF (GORE-TEX)

It is a popular surfacing when it uses Gore-Tex. The surface is smooth so it does not collect any liquid. And its high-density stitching also makes it wind/corrosion resistant. That is why it touches stiff.



TRANSPARENT/SEMI-TRANSPARENT

It is a fashion design expression technique. Making it cool and exaggerate.



REFLECTIVE

It is a fashion design expression technique. Making it cool and outstanding.

TECHNOLOGIES



TECHNOLOGY

Moncler's heritage involves the supplying of many expeditions during its infancy. Using what was learned from the past, Moncler continues to develop the latest products with the merging of fashion and high performance.

With design, Moncler implements the selection of the best materials: quality goose down, virgin nylon, and high stringent levels of raw materials and other textiles from traceable sources.



WHITE GOOSE DOWN

- Moncler uses a calculated blend of 90% white goose down with 10% fine feathers
- Rated minimum of power fill of 710
- Every batch of down undergoes a two-step inspection procedure to assess its compliance with 11 quality parameters
- Approximately 1,200 tests were performed in 2019



NEXT LEVEL NYLON

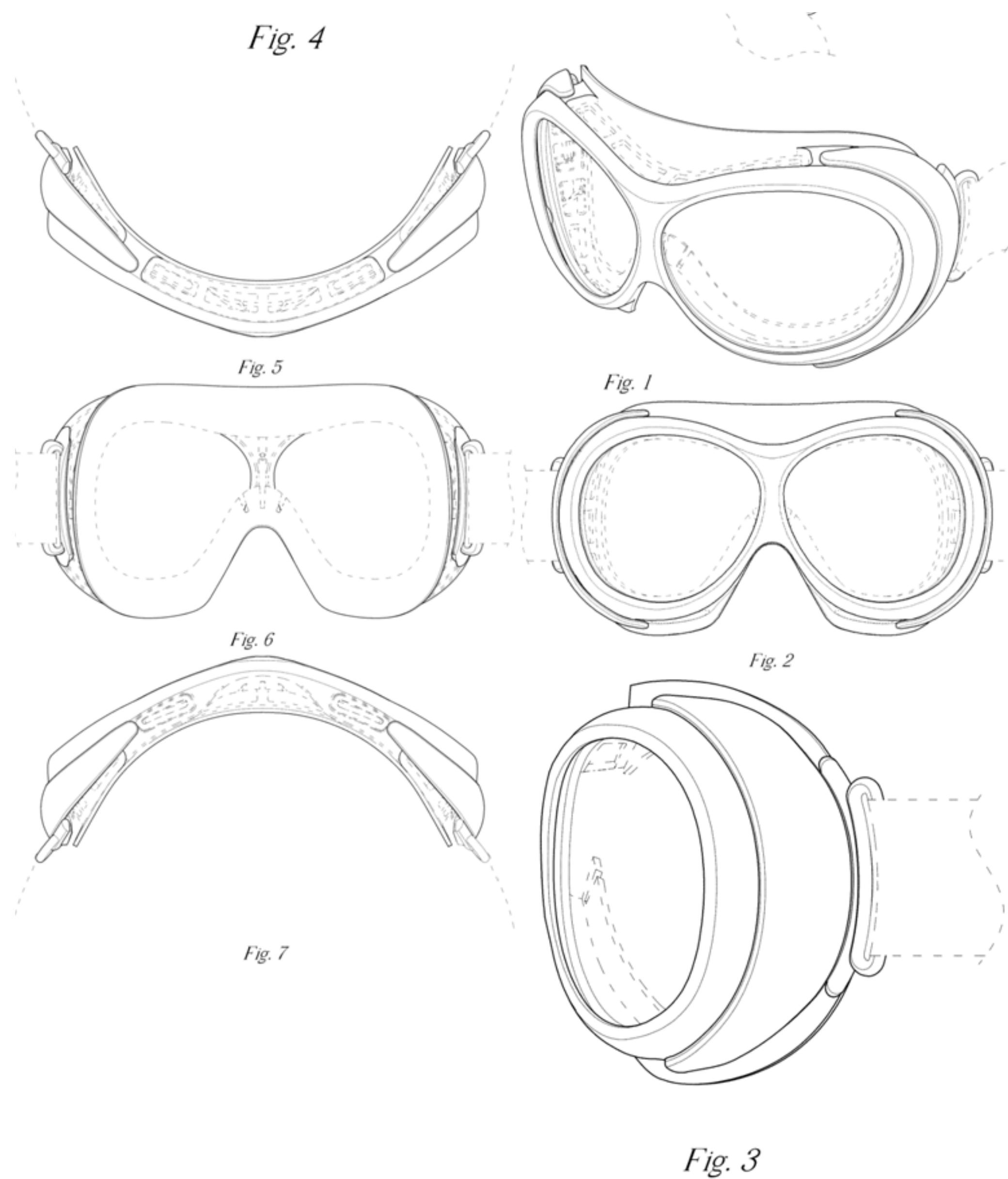
- Moncler jackets are built using Japanese nylon
- Nylon léger (light-weight fabric, only 33 gr/mq)
- Fine high-density nylon counts
- 7-denier yarn is used which allows Moncler to make a fabric weighing 24 gr sqm



FUTURE TEXTILES & RAW MATERIALS

Continued use of high quality and responsibly sourced textiles and raw materials but not limited to:

- Dyneema (Composite Fabric) used in Fall/Winter 2020 Grenoble collection
- Fabrics are finished with soft acrylic coating to strengthen it's downproofness
- Acquisition of Stone Island expanded their access to more tech:
 - Nylon compacting (process colors and appearance)
 - Flocking on Nylon Metal (unique texture finish)



PATENTS

- Ski goggles (Moncler Lunettes Eyewear)
Nov 17, 2020 Design Patent
- Down jacket
Nov 12, 2013 Design Patent
- Bag
Sep 03, 2013 Design Patent
- Bag
Aug 27, 2013 Patent
- Article of clothing
Jan 25, 2011 Design Patent

EXHIBITIONS

CHARITY

CORONAVIRUS

COLLABORATIONS

SIGNIFICANT EVENTS & COLLABORATIONS

EXHIBITIONS

EXHIBITION ART FOR LOVE IN NEW YORK

9 OCTOBER 2015

In 2015, the exhibition Art for love in new York, featuring 32 top fashion photographers.

It is an exhibition which hinges on a single object, the iconic Maya duvet jacket - that has always been the essential symbol of all the Moncler world - interpreted according to the the most diverse sensibilities and creative approaches. The proceeds from the auction were entirely donated to amfAR.



CHARITY EVENTS

WARMLY MONCLER FOR UNICEF

STARTED SINCE 2017

Moncler teamed up with UNICEF to support the most vulnerable children and keep them warm.

The “Warmly Moncler” initiative benefits children living in extreme poverty in countries where climatic conditions are the most challenging.



EVENTS DUE TO THE CORONAVIRUS

DONATES DURING CORONAVIRUS PANDEMIC MARCH 2020

Moncler donates Millions to Milan Hospital During Coronavirus Pandemic. Moncler supports the construction of a hospital with 400 intensive care units in Milan with 10 million euros.

The funds from Moncler are dedicated to the production of 400 new intensive care units that will serve coronavirus patients.



"Milan is a city that has given us all an extraordinary time. We cannot and must not abandon it. It is everyone's duty to give back to the city what it has given us so far."

– Remo Ruffini



EVENTS DUE TO THE CORONAVIRUS

WARMLYMONCLER

MARCH 2020

Moncler shares warmth to the world, conceived to convey messages of hope during the Covid-19 pandemic.

The campaign comes to life on social media. The visual language speaks to a solidarity in warmth, as the series contemplates time spent together, time spent reflecting and time spent at home.

Moncler Chairman and CEO Remo Ruffini shares pieces that inspire him and empower his hopes for the future.

SHARE WARMTH
TO THE WORLD.



EVENTS DUE TO THE CORONAVIRUS

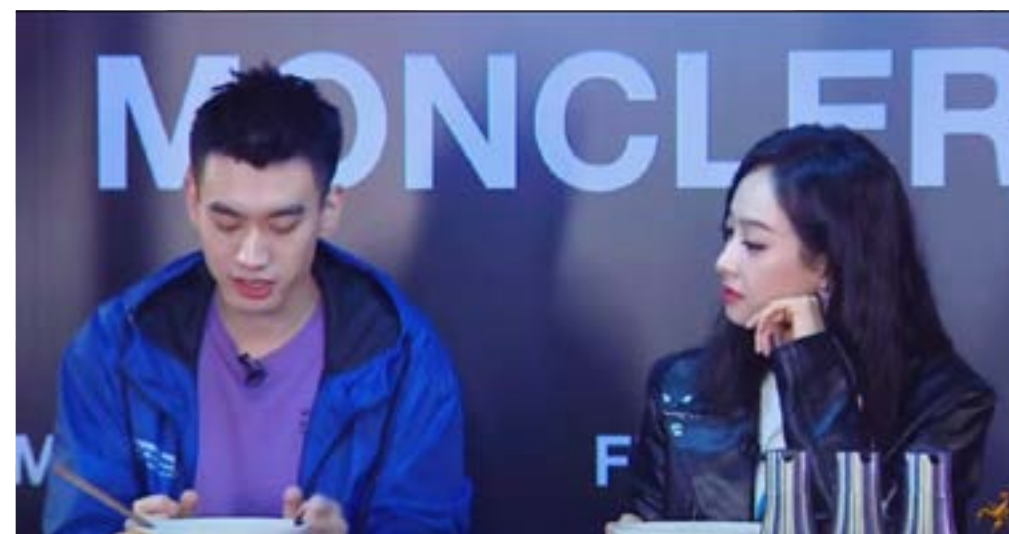
ONLINE AND OFFLINE EVENTS

JUNE 30 - JULY 2 2020

Moncler created a series of online and offline events as a way to maximize exposure for a new product drop, and they garnered impressive results.

Moncler kicked off its online promotions with a Weibo livestream that featured singer and actress Song Qian.

To boost offline engagement, Moncler hired a Fragment food truck to circle Shanghai malls as a way to drive foot traffic in its shops.



COLLABORATIONS

MONCLER X OFF-WHITE MONCLER O

F/W 2016-S/S 2017

This new Moncler venture blends street-wear style and technical elements. The initial lineup is inspired by fishermen in the northern seas. The fisherman motif was inspired by researching a different niche within cold-weather environments.

Characterizing the collection are outstanding materials and details such as glossy or opaque PVCs with a velvety hand, checkered nylons with a laminate finish on the reverse, heat-sealed polyurethane films, ultra-light cottons printed with exclusive patterns and water-proof tapes and zips.



COLLABORATIONS

MONCLER X CRAIG GREEN **MONCLER C** **STARTED SINCE 2017**

Moncler C collection is the collaboration between Moncler and Craig Green in fall-winter 2017-spring-summer 2018.

The macro-tag bands, a consistent element within Green's designs, are incorporated into the wardrobes featured and allow the tightening and shaping of the volume and silhouette of certain key pieces – making each silhouette individually malleable.



COLLABORATIONS

MONCLER + RICK OWENS

2020

The act of collaboration gains a new profundity when Rick Owens is involved. One of fashion's eminent philosophers, his cerebral approach to design and living leads him on intimate paths of discovery.

In order to create this exceptionally nuanced wardrobe, he stripped everything back to basics. That meant returning Moncler to its DNA of the duvet, and using that as his primary tool for the collection. It also meant returning to his own DNA of luxury leisurewear and extreme comfort.



BOUTIQUES

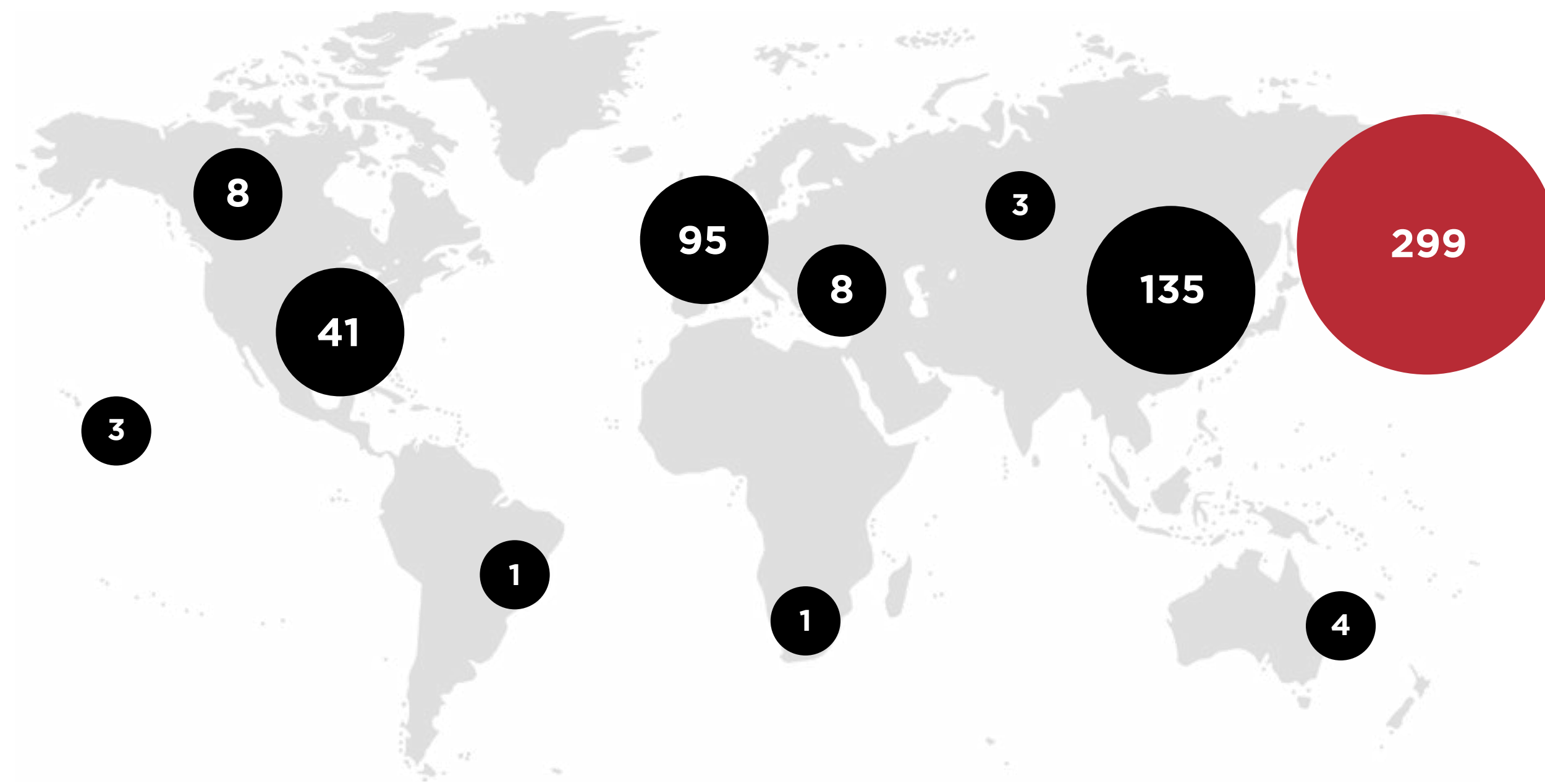
NEW OPENINGS

INTERIOR

POP-UP STORE

AI

RETAIL



BOUTIQUES

As of today, MONCLER has 299 retail stores around the globe, and the number is still growing. Geographically, Asia has the most Boutiques.

China (39)
Japan (36)
Korea (28)

By looking at the cities, Seoul of Korea has the most Boutiques in the world (16)

Paris (15)
Tokyo (13)
London (10)
Beijing (8)
Newyork (7)
Shanghai (7)

NEW OPENINGS

The latest openings were Tokyo, Capri island, and two were in Europe, Q3 2020.

In total, 10 new boutiques opened in 2020, and 15 new openings are expected in 2021, with an important focus in the Asia region.



MONCLER CHAMPS-ÉLYSÉES

In December 2020, MONCLER opened its largest store at a famous avenue in Paris, Champs-Elysees. This 1,000-square-meter mega-store is called Moncler Champs-Élysées, and it has been designed by Paris architects Gilles & Boissier.

The store hosts an exclusive and limited-edition capsule collection by 2 Moncler 1952 Man designer Sergio Zambon.



INTERIOR

Most boutiques and flagship stores around the globe, including MONCLER Champs-Elysees have a coherent interior design. The most significant thing is that they use a vast amount of black marbles with chrome accents and juxtaposed with mirrored surfaces.



POP-UP STORE

Pop-up stores usually happen in October, and they carry limited editions and newly debuting products which are designed exclusively for each city. They also offer immersive experiences, mimicking an art gallery.

In 2019, Moncler opened a series of pop-up stores in Milan, Paris, and Tokyo. Milan store included interactive events such as floral design, VR sculpture, and zine making, as well as talks, art performances, and live music events.

The newest Pop-up store is in Greenwich, Connecticut. It will stay open until February 2021.



AI

MONCLER is revealing more and more AI-related businesses.

In 2019, MONCLER released a campaign asking questions like, “In a new age of art and technology, will A.I. beings— all far more advanced than Sophia— become our friends?”

From a logistics perspective, MONCLER is already applying artificial intelligence for its warehouse management, demand planning, and store replenishment.

MONCLER also says the application of AI will further be deployed to new areas such as product recommendations on the e-commerce channel, client service interactions, merchandising, and pricing.



COVID-19

Revenue of Boutiques decreased by 29% in 2020 due to the Covid-19 pandemic. More specifically, retail revenue fell by 32% in the first half of 2020.

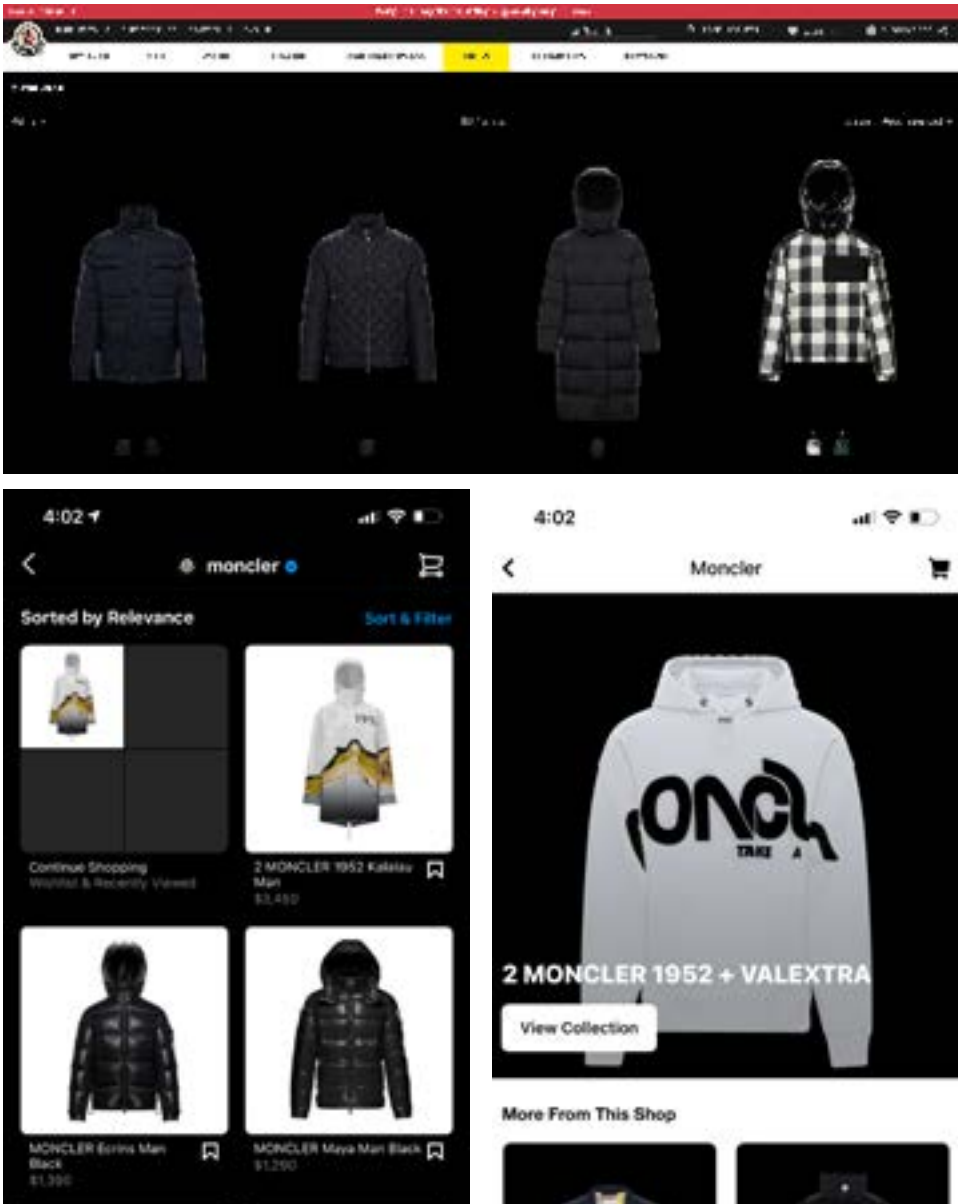
Revenues by Distribution Channel

	First Half 2020		First Half 2019		YoY growth %	
	(Euro000)	%	(Euro000)	%	At current exchange rates	At constant exchange rates
Retail	300,506	74.5%	437,060	76.6%	-31%	-32%
Wholesale	102,828	25.5%	133,186	23.4%	-23%	-21%
Total Revenues	403,334	100.0%	570,246	100.0%	-29%	-29%

	Closed at quarter-end ⁽¹⁾		Comments
	Total DOS	%	
Q1	Total DOS	52%	111 DOS closed
	Italy	100%	All closed
	Rest of EMEA	100%	All closed
	Asia & ROW	2%	Some stores in China, HK SAR and Korea closed
Q2	Americas	100%	All closed
	Total DOS	4%	9 DOS closed
	Italy	17%	3 stores closed
	Rest of EMEA	5%	3 stores closed
Q3	Asia & ROW	-	All stores opened
	Americas	9%	3 stores closed
	Total DOS	1%	3 DOS closed
	Italy	-	All stores opened
Q4	Rest of EMEA	2%	Istanbul Airport store closed
	Asia & ROW	2%	HK SAR Airport and Melbourne Chadstone stores closed
	Americas	+	All stores opened

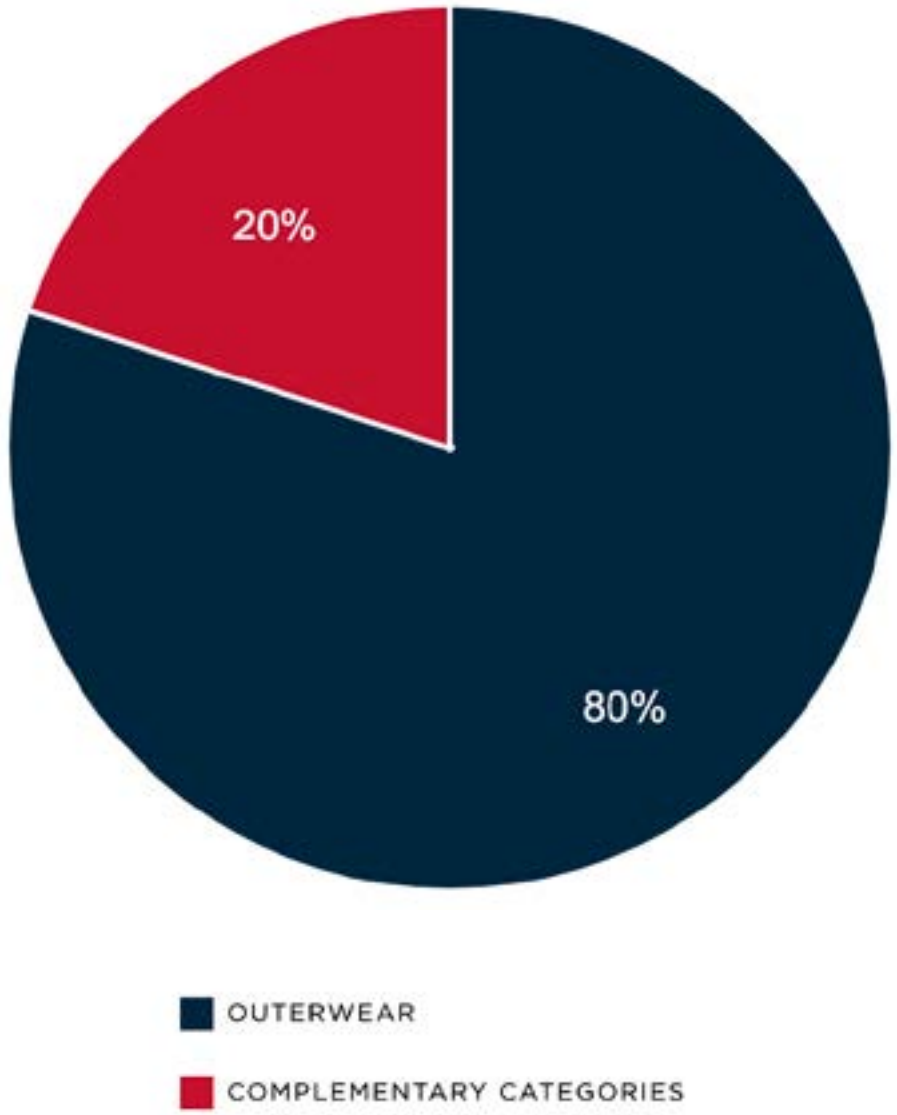
E-TAIL

MONCLER’s goal is to double the share of online business (e-tail) in the next three years. Online sales accounted for 10% of the total in 2019, split broadly equally between the brand’s website Moncler.com and third parties.



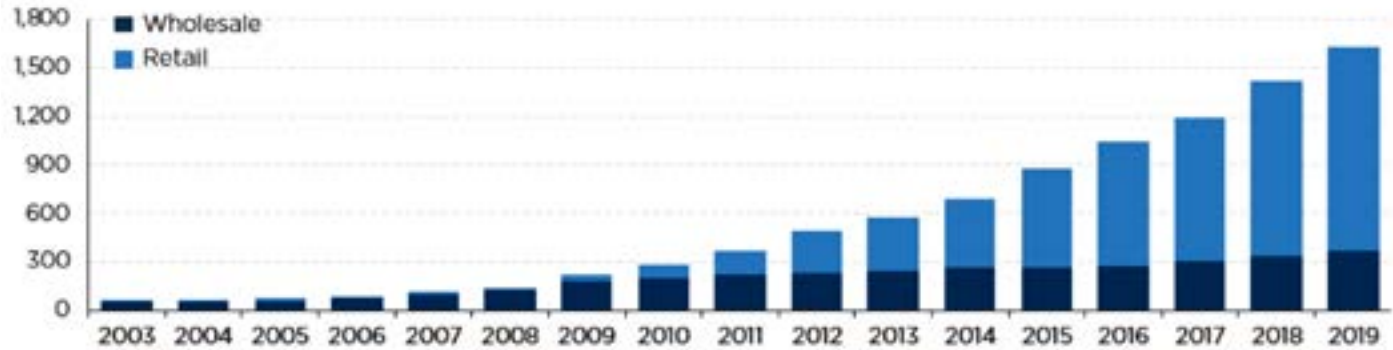
BUSINESS AREA

80% of MONCLER retail profit comes from its outerwear. The remaining 20% are generated from its complementary categories (knitwear, soft accessories, footwear, leather goods, and eyewear)



RETAIL OVER WHOLESALE

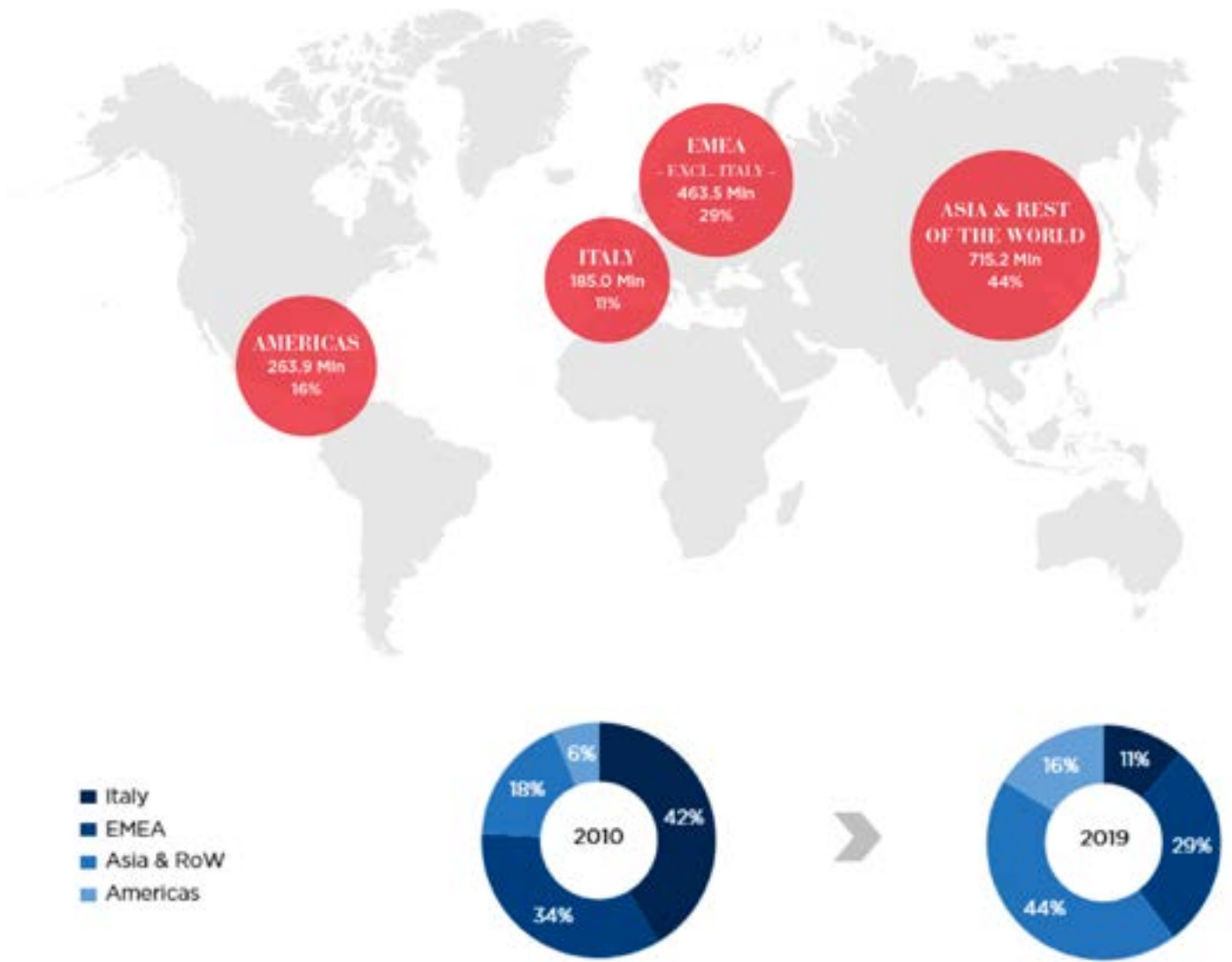
In 9 years, retail profit has skyrocketed from 100 million Euro to 1300 million Euro, while wholesale profit has been doubled. Retail profit takes 77% of the entire profit. Moncler is focusing on retail over wholesale, and especially on E-tail (e-commerce)



RISING ASIA SALES

Retail revenue from Asia takes almost half of the entire profit. It is four-time as great as the profit from Italy where Moncler’s HQ is located.

In 9 years, Asia’s portion in retail revenue increased from 18% to 44%, which is led by growth in China and Korea sales.

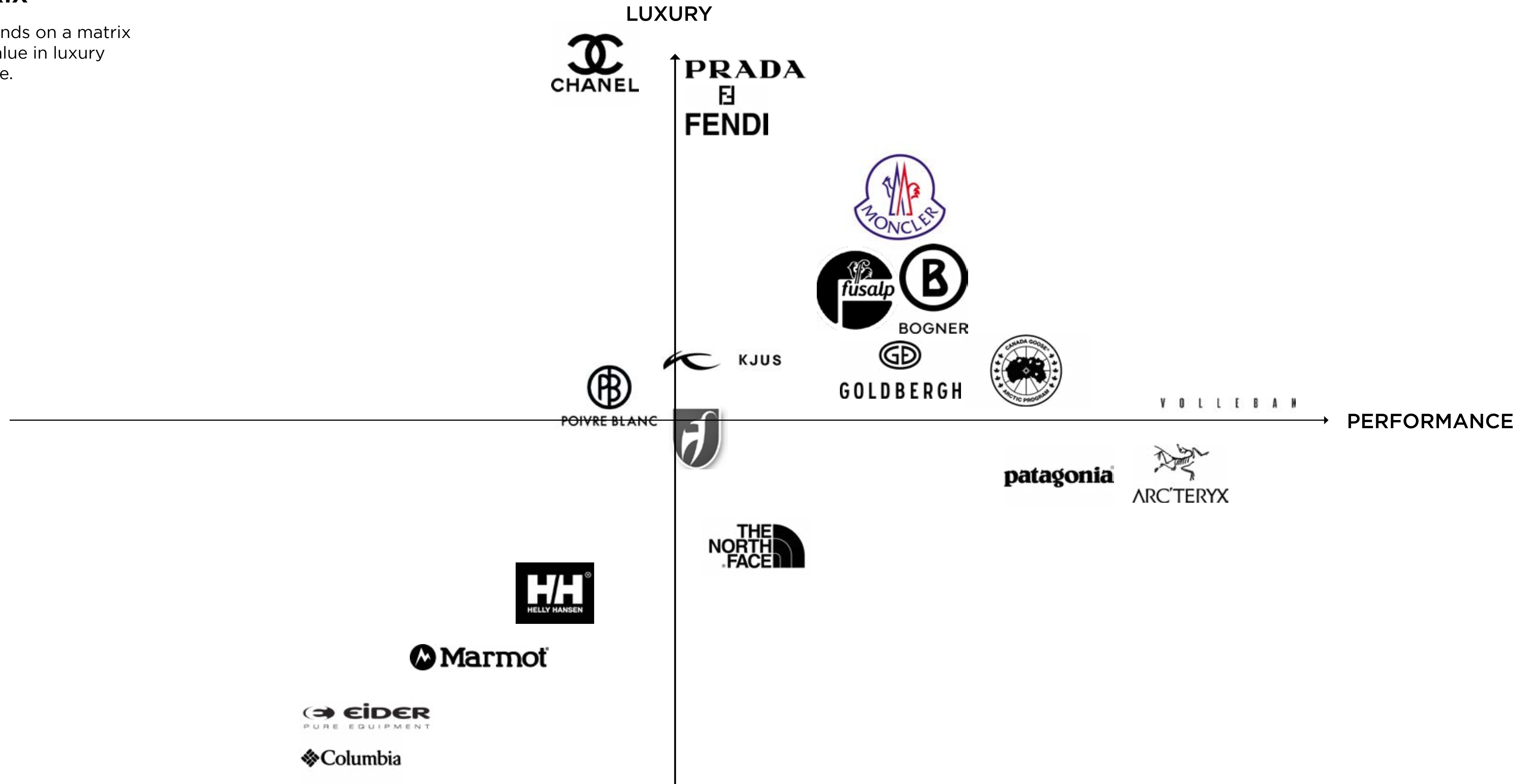


BRAND ANALYSIS

CURRENT BRAND AUDIT

BRAND MATRIX

Showcases the brands on a matrix comparing each value in luxury versus performance.



MONCLER

CUSTOMER ANALYSIS



TARGET USER

Primary Audience

Their major target audience is open to almost all people who are in the age range of 0 to 65 years old and in both gender. Moncler is targeting for people who are looking for products that are not only have good quality but also innovative.

Secondary Audience

In order to open to a larger market, Moncler has extended their product lines by adding products that are not as seasonal as their down jackets and they have also lowered the price range for their secondary audiences. The customers now have more choices such as T-shirts and other accessories...

COMPETITOR ANALYSIS

COMPETITOR ANALYSIS



GOLDBERGH

Founded: 2009, Dutch

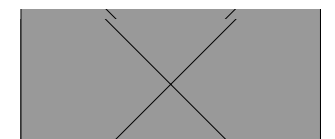
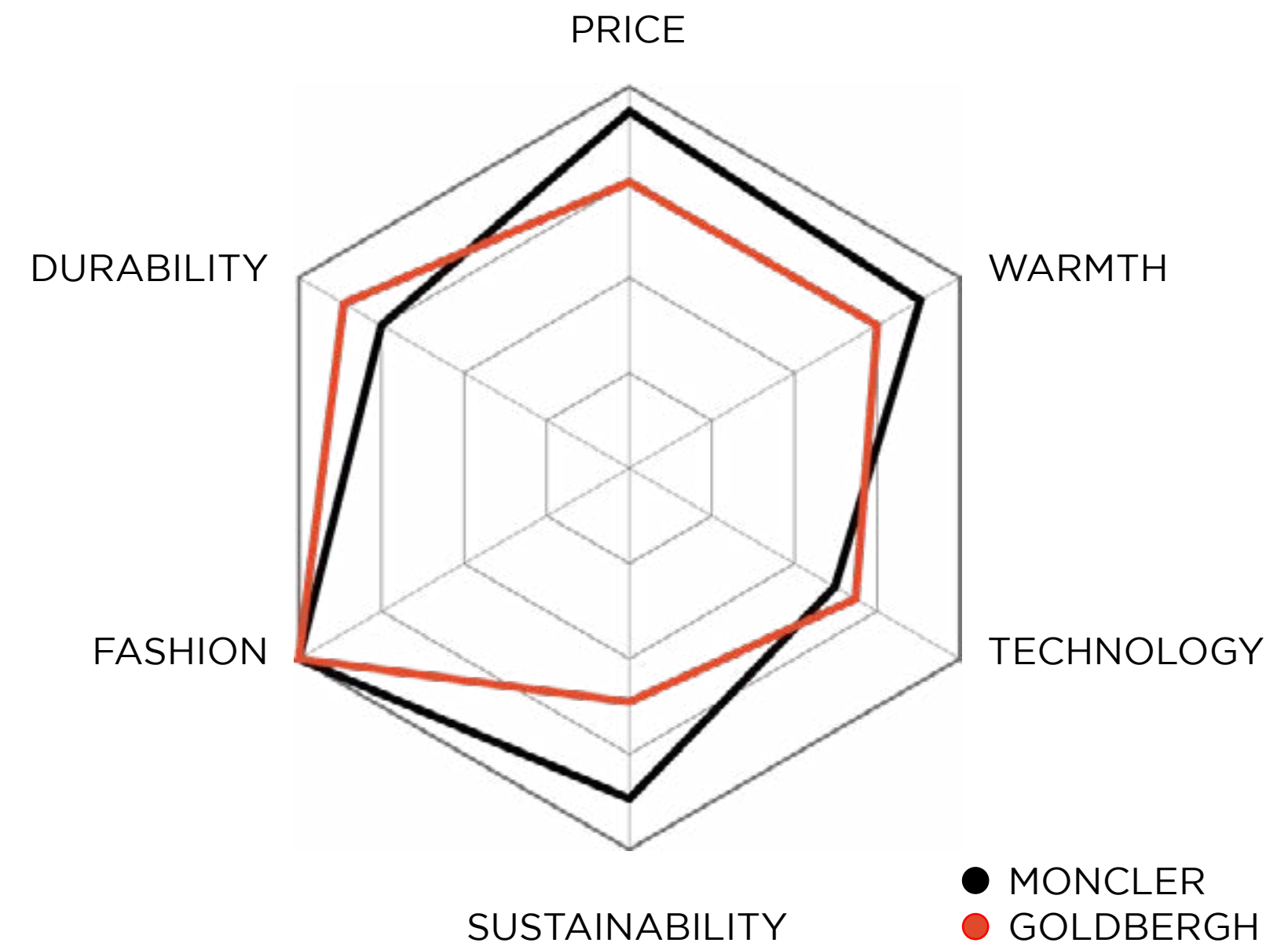
Industry: Clothing
Fashion
Sport & Accessories

Price range: \$300-1000

Technology: Thermolite® wadding

Designer(s): Sportswear designer Lieke van den Berg

Goldbergh creates a luxury skiwear line for women that was both stylish and functional. Their signature style is fiercely feminine with a classic silhouette and surprising, head-turning fashion elements.



COMPETITOR ANALYSIS



KJUS

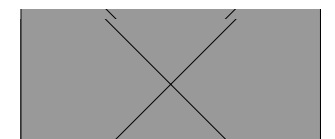
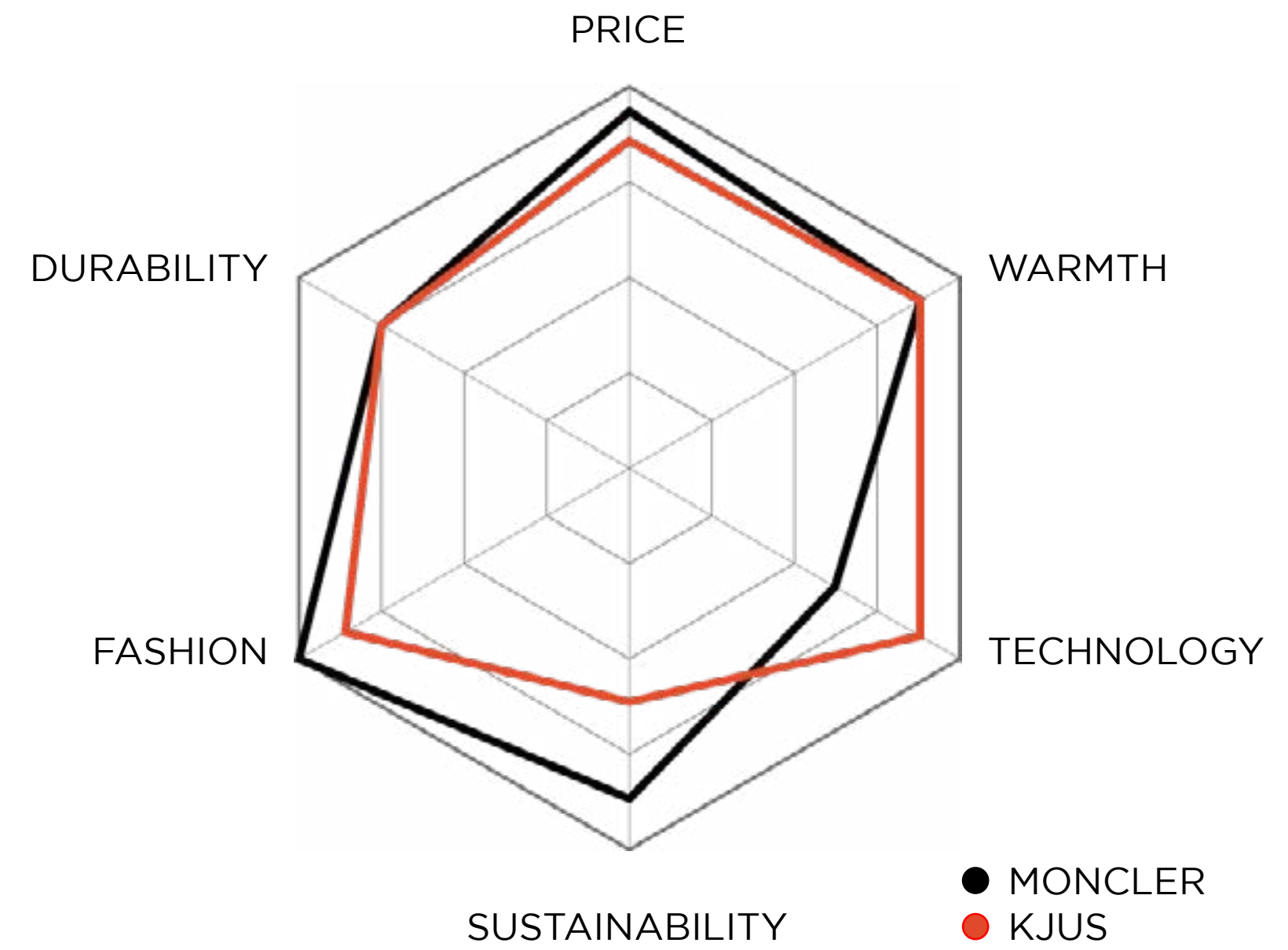
Founded: 2000

Industry: Clothing
Golf
Ski

Price range: \$500-1400

Technology: SpheraTEMP
ac-vent

The label was launched by Norwegian Olympic skier Lasse Kjus and Swiss entrepreneur Didi Serena. Kjus desired to create better ski apparel with improved functionality explicitly made for skiers who experience all kinds of weather during a day in the mountains.



COMPETITOR ANALYSIS



TONI SAILER

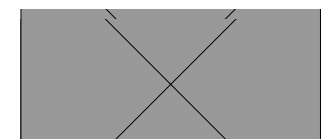
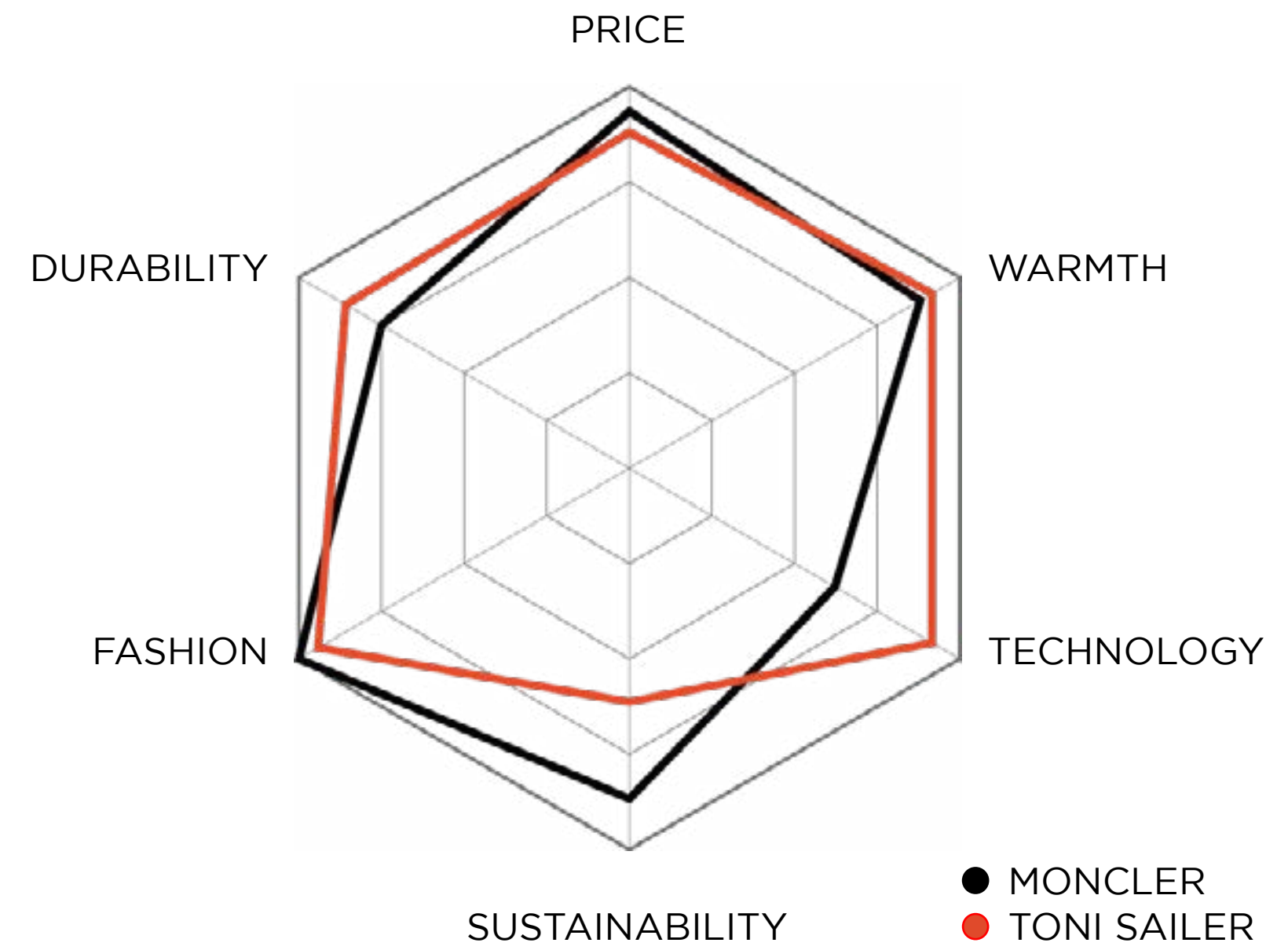
Founded: 2004

Industry: Clothing
Fashion
Sport & Accessories

Price range: \$300-1000

Technology: PRIMALOFT®
THERMOLITE®

Named after iconic Olympic skier Toni Sailer, the skiwear label aims to encapsulate the athlete's vast sporting achievements through its retro designs. Combining functionality and comfort with sleek style, the skiwear transfers seamlessly from the slopes to après-ski.



COMPETITOR ANALYSIS



FUSALP

Founded: 1952, France

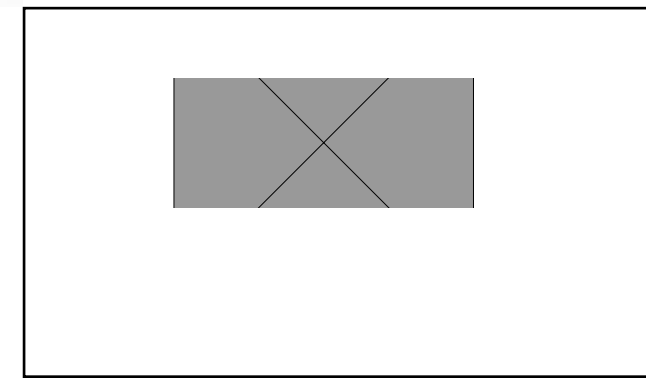
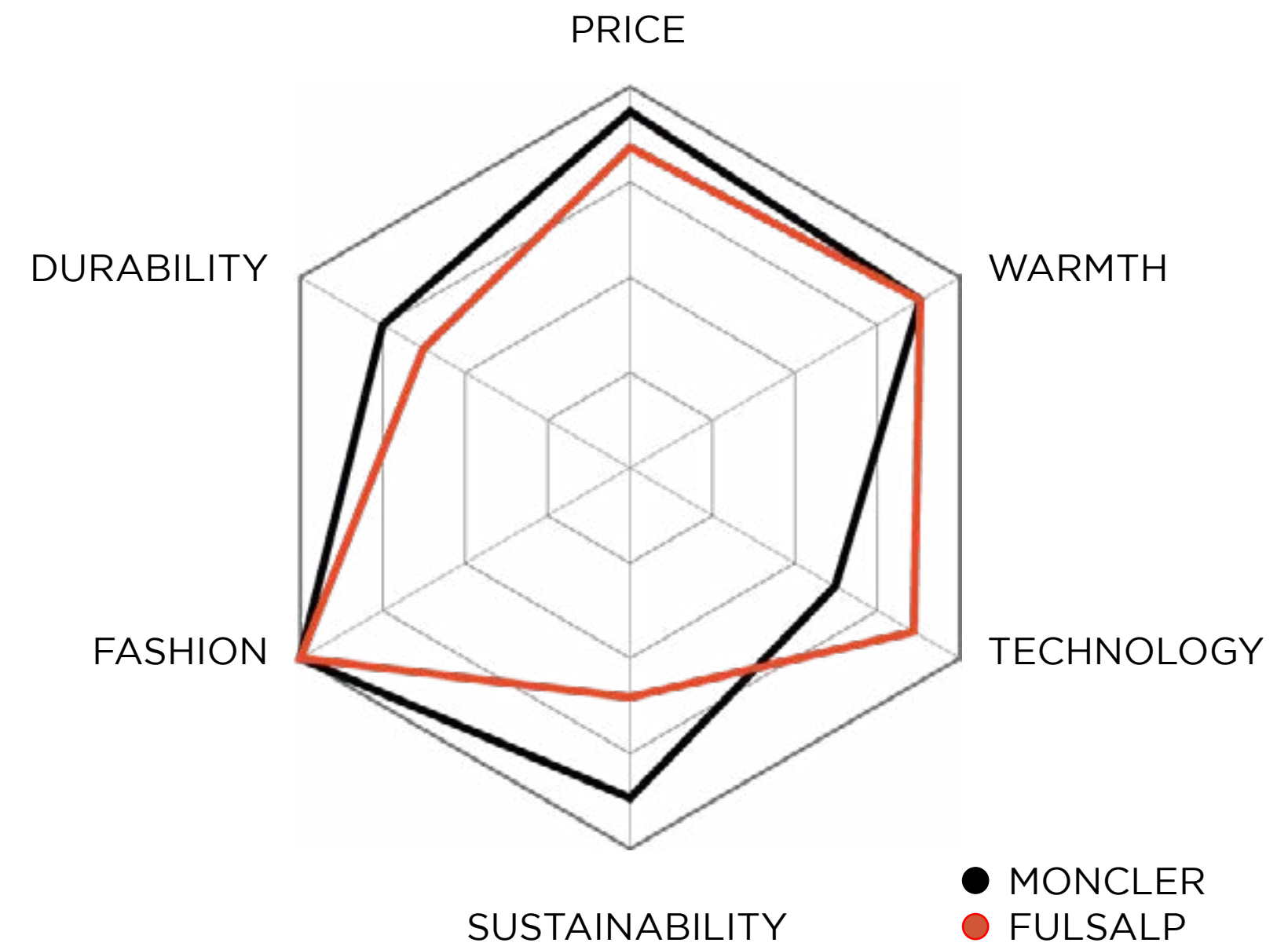
Industry: Clothing
Fashion
Sport & Luxury

Price range: \$350-1400

Technology: Thermolite® wadding

Designer(s): Creative director Mathilde Lacoste

Fusalp applies its 50 years of legendary tailoring of precise cut techniques to its design. Generations of ski champions have performed in Fusalp at international competitions since the Goitschel sisters wear it at the 1964 Olympic Games in Innsbruck.



COMPETITOR ANALYSIS



ARC'TERYX

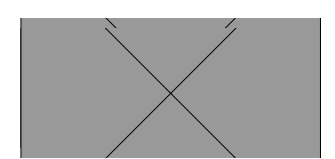
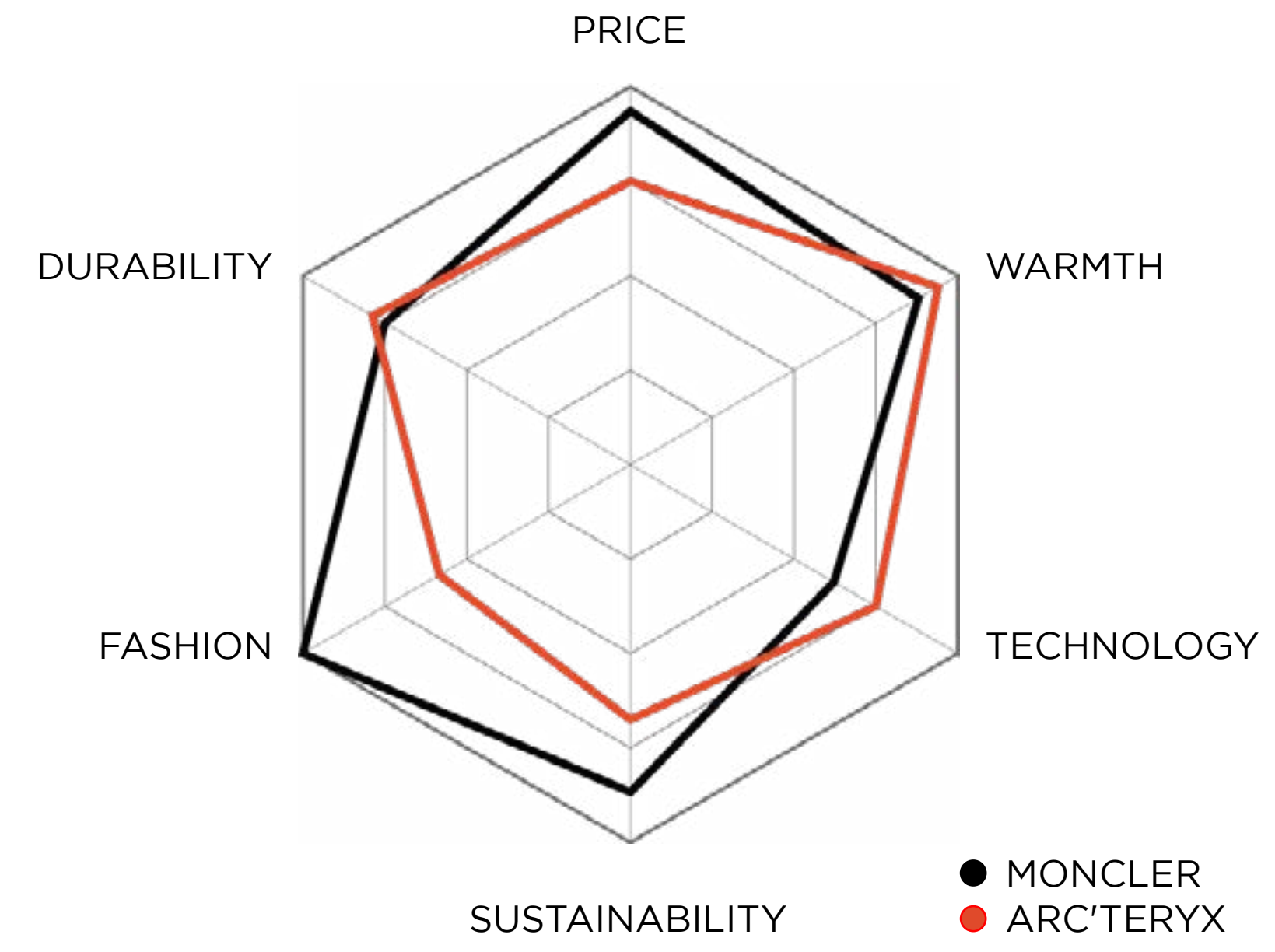
Founded: 2009, Dutch

Industry: Clothing
Sport
Rock-climbing equipment

Price range: \$300-700

Technology: GORE-TEX PRO
DropHood™
SHAKEDRY™
C-free DWR treatment
bluesign®

Arc'teryx is a high-performance outdoor equipment company known for leading innovations in climbing, skiing, and alpine technologies. They invented watertight zippers, a godsend in Northwest winters, as well as a plethora of fabrics that keep people warm and dry.



COMPETITOR ANALYSIS



MARMOT

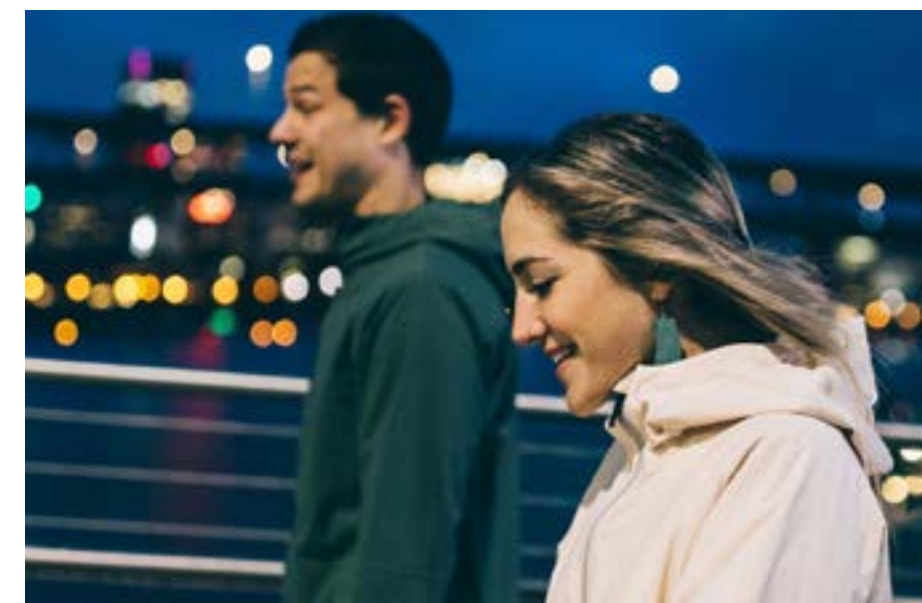
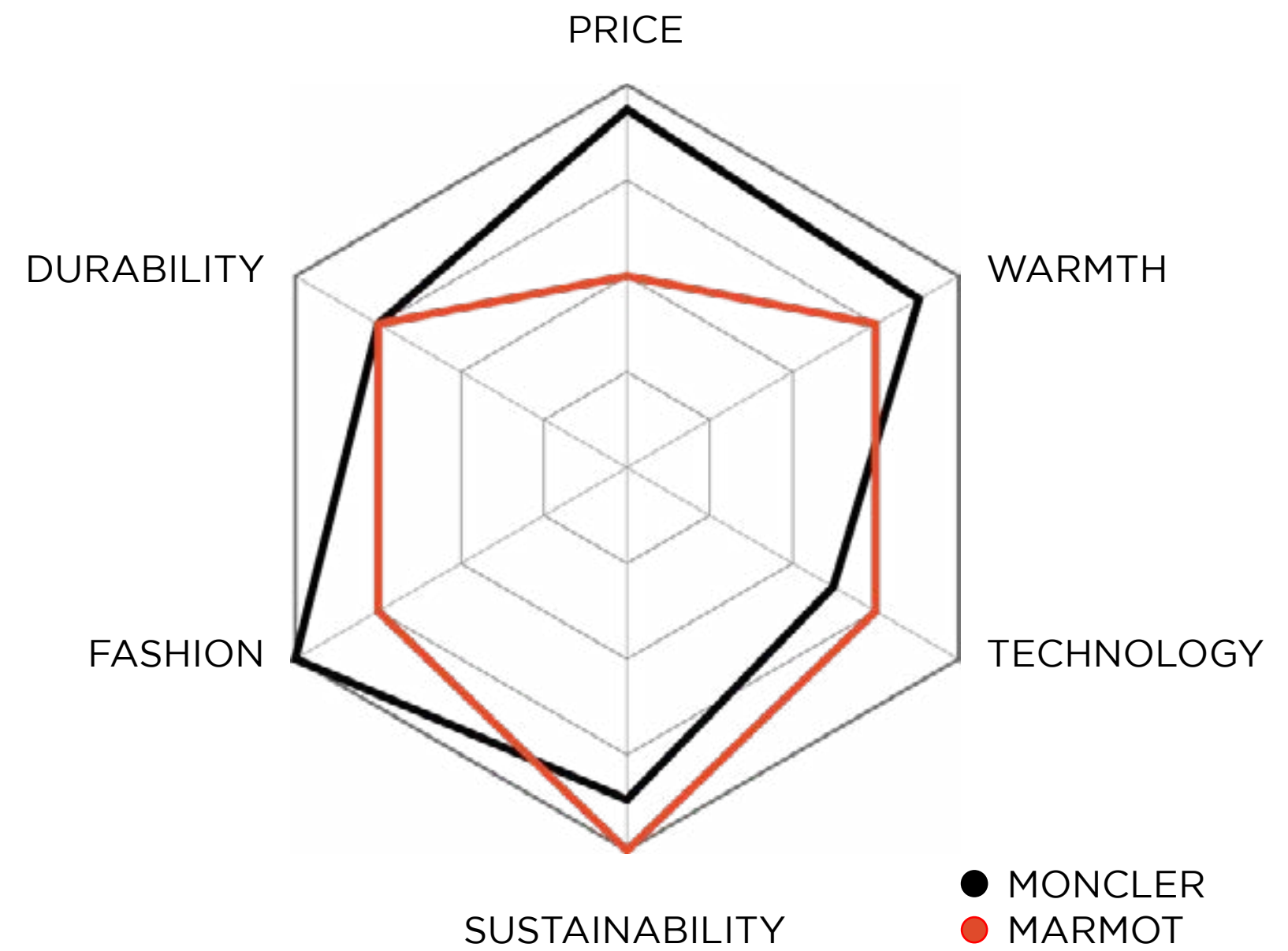
Founded: 1974, U.S

Industry: Clothing
Equipment

Price range: \$200-700

Technology: GORE-TEX
RECCO
Polartec
PrimaLoft

Marmot's goal is to design, test, and sewing the apparel, tents, sleeping bags, and backpacks to get people all outside. Marmot takes a special interest in ensuring that their production and sourcing means are sustainable and with as small of an environmental impact as possible.



COMPETITOR ANALYSIS



PATAGONIA

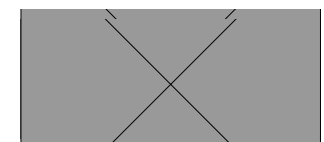
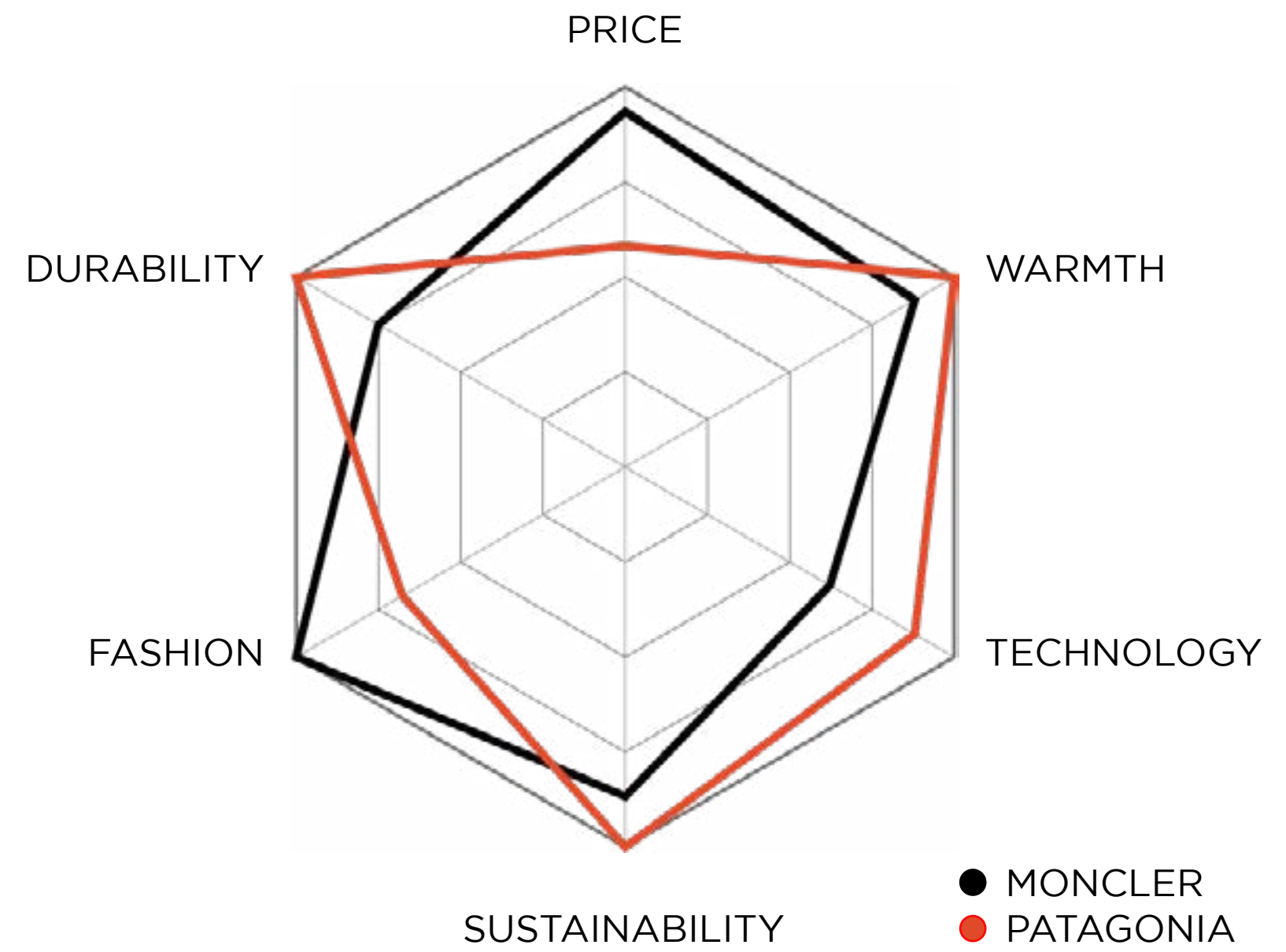
Founded: 1973, U.S

Industry: Clothing
Sport
Fashion

Price range: \$100-600

Technology: Nano Puff®
PrimaLoft®

Patagonia led the outdoor industry in using recycled nylon and polyester fabrics, and Patagonia's chilled-out vintage vibe is rooted in the idea that its clothes are built to last for years, not just seasons.



COMPETITOR ANALYSIS



BOGNER

BOGNER

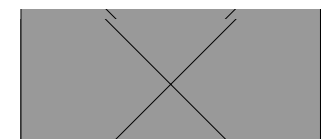
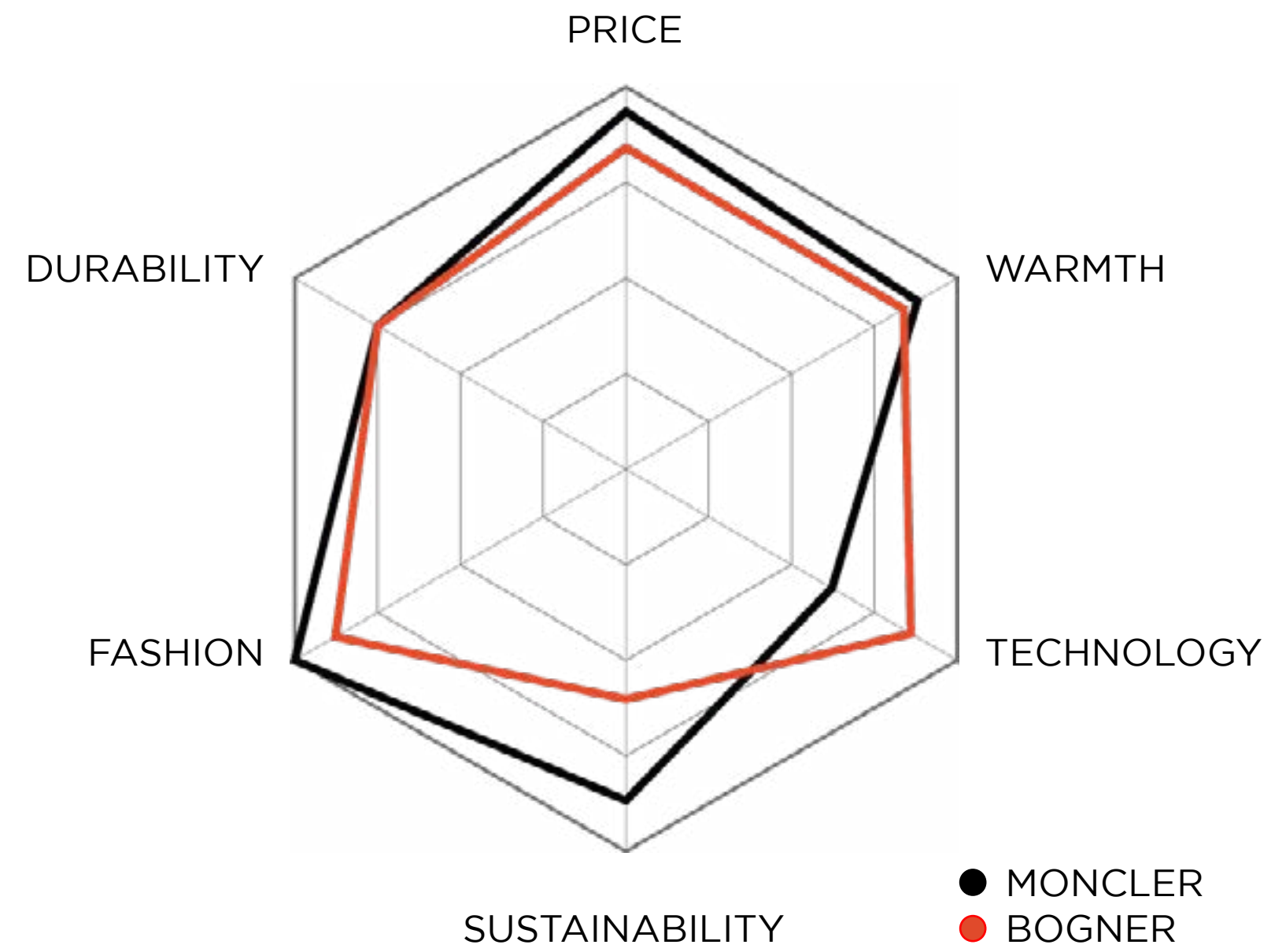
Founded: 1932, Germany

Industry: Clothing
Fashion
Sport & Luxury

Price range: \$650-3500

Technology: BOA®

Bogner has outfitted the German Olympic team since 1936, and in true practical German fashion, the gear is some of the best out there for those who are spending their days in the powder.



COMPETITOR ANALYSIS



COLUMBIA

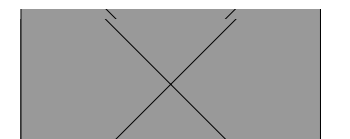
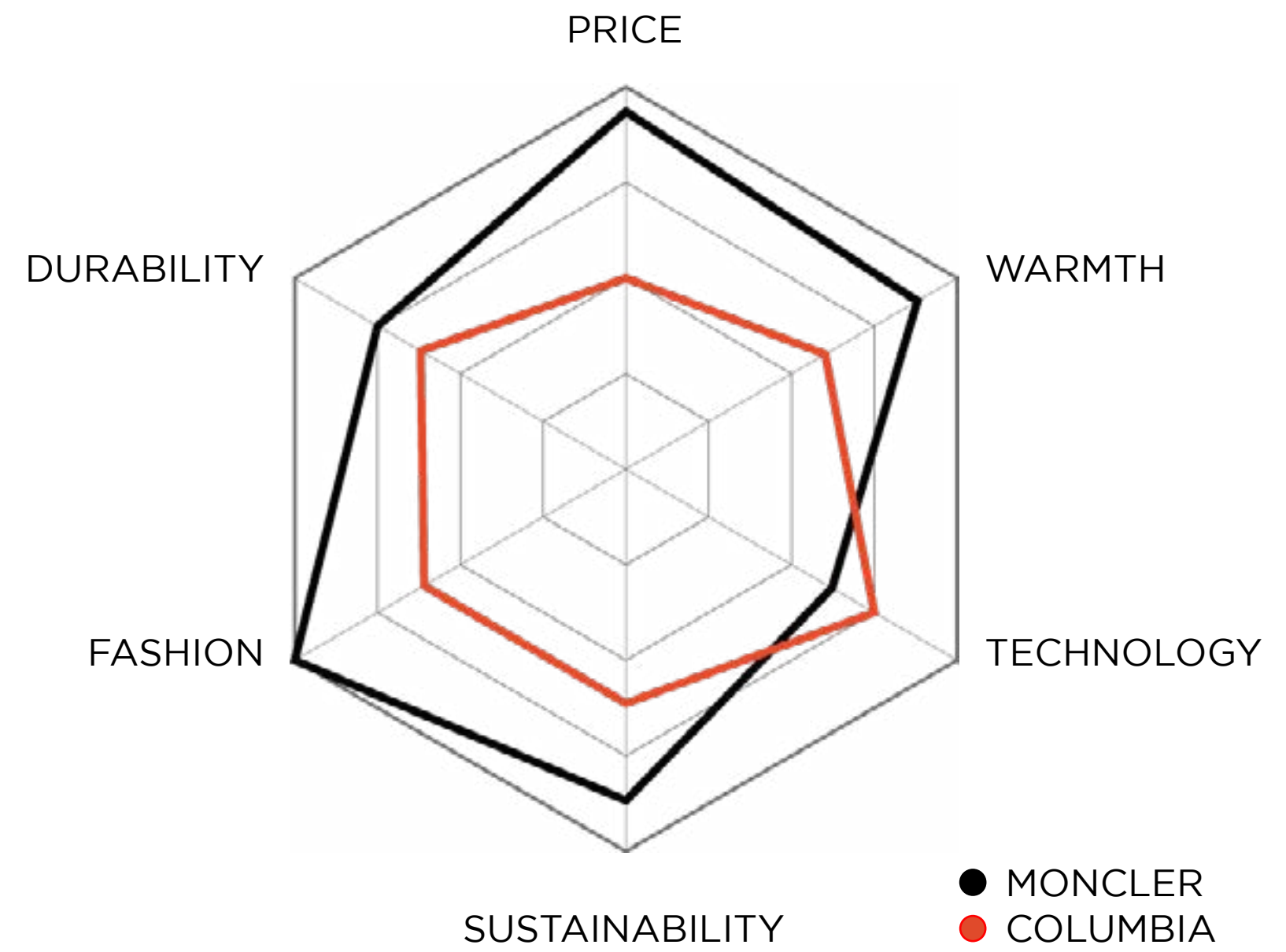
Founded: 1938

Industry: Clothing
Sport
Footwear

Price range: \$300-1000

Technology: TURBODOWN™ WAVE
TURBODOWN™
OMNI-HEAT™ INSULATION
THERMAL COIL™

Columbia's rapid sales growth was fueled by its jackets, which featured breathable waterproof fabric and interchangeable shells and liners.



COMPETITOR ANALYSIS



FENDI

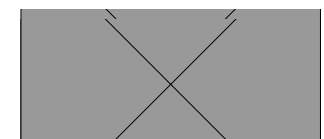
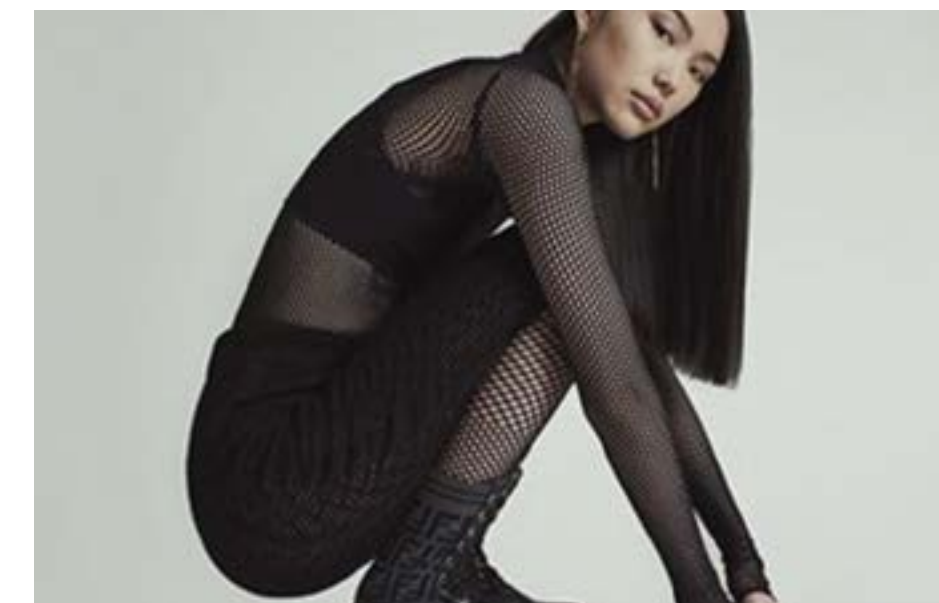
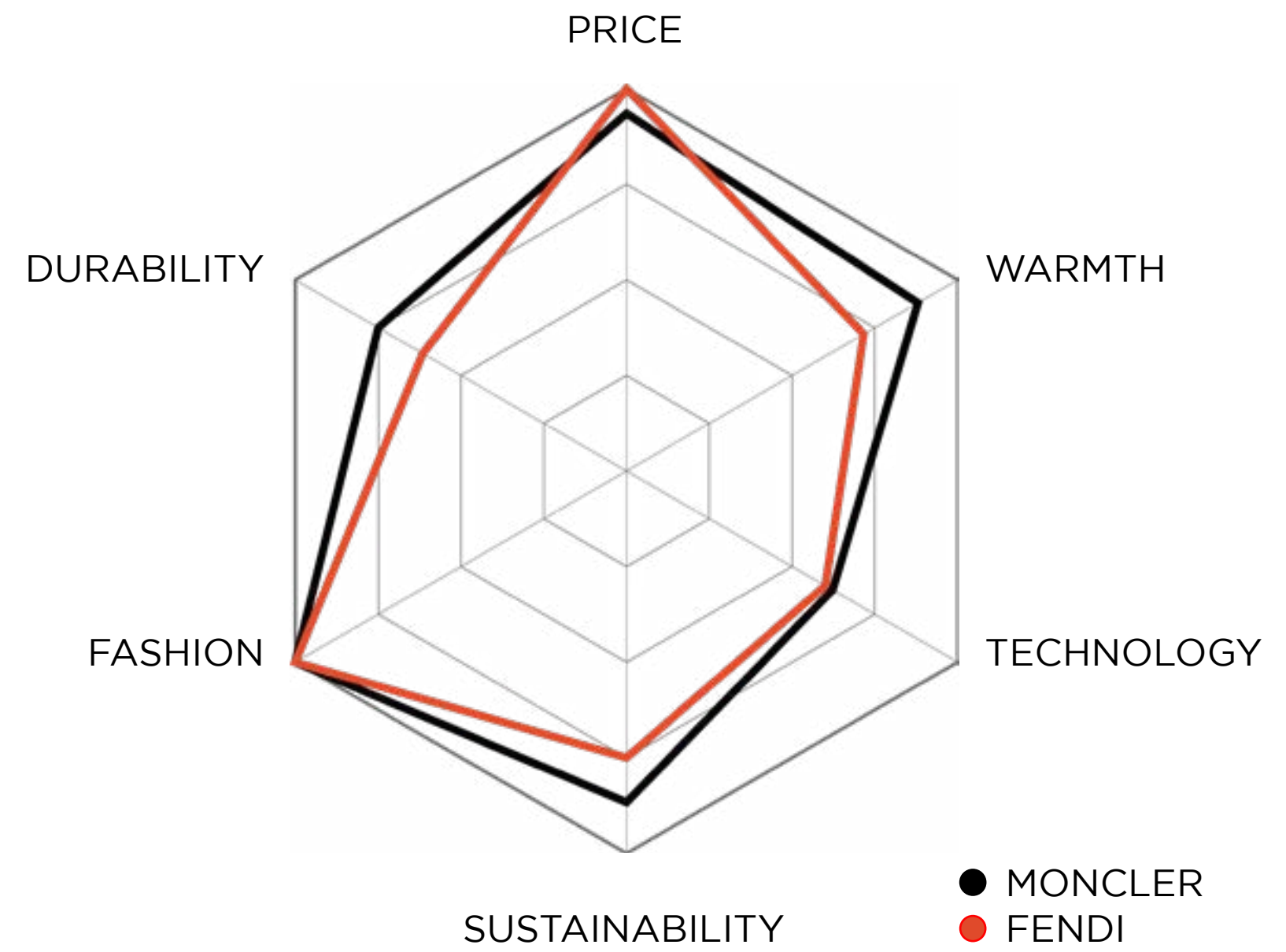
Founded: 1925

Industry: Clothing
Fashion
Shoes & Accessories

Price range: \$150-38000

Unique materials and ethical standards:
Fur woven with grosgrain and velet ribbons,
Coloured fur, Shaved fur, Silver metalized fur,
Fur with feathers, Hand beaded fur, Tinted sable

Fendi is one of the Italian luxury fashion houses. Every pelt and hide is carefully checked by hand by a fur expert, and only the most beautiful and perfect parts are selected and paired by the artisans who will turn them into works of the highest level of craft.



COMPETITOR ANALYSIS



POIVRE BLANC

Founded: 1984

Industry: Clothing & Fashion
Sport
Accessories

Price range: \$30-700

INNOVATIONS:
Material mix, Rivets, Embroideries, Allover prints,
Lasercut details, New labels

Their aim was to create ski wear that performed well in winter conditions, utilising the very latest technologies, while remaining stylish and elegant. This is something that Poivre Blanc still hold as the main goal for all of their winter collections today, with their products all being exquisitely fitted, while utilising high performance ski wear fabrics.

