





Moncler is an French luxury fashion brand mostly known for its ski wear. Started with quilted sleeping bags, now its collections combine extreme needs with day-to-day city life.

A person wearing a brown Moncler puffer jacket and a black cap is looking out over a vast, snowy mountain range under a clear blue sky. The person's face is partially visible, looking towards the left. The background shows a series of jagged, snow-covered mountain peaks stretching into the distance.

MERGING FASHION AND HIGH-PERFORMANCE

Moncler collections provides from contemporary style daily fashion to artist collaborations, which all reflect the Brand's uniqueness while staying true to the brand.



CONTENT

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BRAND ANALYSIS

- Current Brand Audit
- Customer Analysis
- Competitor Analysis

BRAND SYSTEM

PRODUCT & BRAND HISTORY 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).

1954

FIRST DOWN JACKET

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, gloves, and sleeping bags.



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.

1964

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.



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 and opened an oversea market 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



With Chantal Thomass on board to reinvent the look of the iconic Moncler down jacket. People start to love the style of Moncler jackets young people chose to keep it as fashion collection.

PRODUCT & BRAND HISTORY TIMELINE

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.

1998 ■

FINPART

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

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.

PRODUCT & BRAND HISTORY TIMELINE

2003 ■

TO THE CITY



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.

2006 ■

MONCLER GAMME ROUGE

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



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.

PRODUCT & BRAND HISTORY TIMELINE

2010 ■

MONCLER GRENOBLE



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

2013 ■

MONCLER LUNETTES

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



2017 ■

END OF GAMME



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

PRODUCT & BRAND HISTORY TIMELINE

2018

MONCLER GENIUS



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

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.



2019

2019

E-COMMERCE



Moncler launches its directly managed e-commerce site in Korea

PRODUCT & BRAND HISTORY TIMELINE

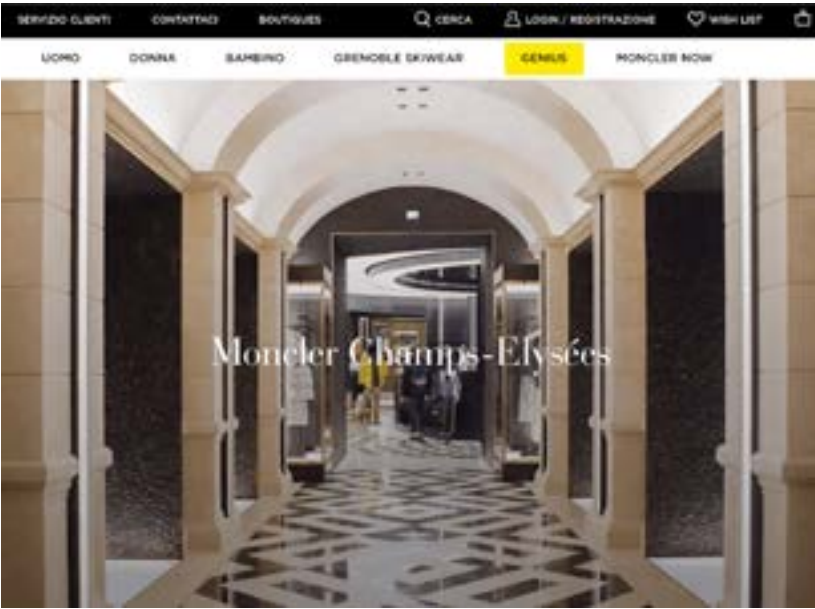
AIMING FOR CHINESE MARKET

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 in 2020. They will share the same idea of “beyond fashion, beyond luxury”. The transaction is expected to be completed in the first half of 2021.

BRAND OVERVIEW

MONCLER PRODUCT LINE

COLLABORATIONS

MONCLER GENIUS COLLECTION

CURRENT PRODUCTS

BRAND OVERVIEW



MONCLER MEN & WOMEN
Daily casual clothing for men and women



MONCLER ENFANT
Kidswear collection



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



MONCLER GENIUS

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



MONCLER LUNETTES
Eyewear collection



MONCLER FOOTWEAR AND LEATHER GOODS
Footwear, bags, backpack and accessories



MONCLER MATE. BIKE



MONCLER RIMOWA "REFLECTION"



MONCLER POLDO DOG COUTURE

MONCLER WOMEN

Outerwear



Marie

\$ 1,290.00



Desirade

\$ 1,555.00



Hermine

\$ 1,875.00



Suyen

\$ 1,400.00



Down sweater with
drawstring

\$ 995.00



Down sweater

\$ 870.00



Long down sweater

\$ 995.00



Sweater with inlay

\$ 550.00

Ready to wear

MONCLER MEN

Outerwear



Maya

\$ 1,290.00



Amiot

\$ 1,160.00



Montgenevre

\$ 1,700.00



Cluny

\$ 1,975.00



Tricolor zipper
cardigan

\$ 1,020.00



Down filled cardigan
with graphics

\$ 995.00



Wool and nylon
cardigan

\$ 995.00



Cardigan with
embroidered rhombus

\$ 1,355.00

Ready to wear

MONCLER ENFANT

Boys and Girls (0-14Y)



Yann

\$ 810.00



Alberic

\$ 575.00



New Maya

\$ 570.00



Tib

\$ 355.00



Nylon sleeping bag

\$ 475.00



New Aubert

\$ 400.00



Bernard

\$ 305.00



Baby sleep sack
with logo

\$ 600.00

MONCLER GRENOBLE SKIWEAR

Down Jackets & Others



Hers

\$ 1,355.00



T-shirt

\$ 290.00



Padded cardigan

\$ 1,070.00



Hooded cardigan

\$ 1,3550.00

Ski Accessories



Ski helmet

\$ 660.00



Ski helmet

\$ 1070.00



Beanie

\$ 300.00



Beanie

\$ 300.00

MONCLER ACCESSORIES

Moncler Lunettes Eyewear



Rounded
sunglasses

\$ 420.00



Rounded
sunglasses

\$325.00



Rounded
sunglasses

\$325.00



Rounded
sunglasses

\$ 325.00



Carol

\$ 715.00



Ginger

\$495.00



Insolux

\$495.00



Ginette

\$ 495.00

Women Footwear



Leave No Trace

\$ 745.00



ALODIE

\$ 465.00



Leave No Trace
High

\$ 825.00



PATTY CHELSEA

\$ 695.00



LARGE
DAUPHINE

\$ 965.00



Dauphine Large

\$ 985.00



FELICIE

\$ 620.00



SEAUX SEAUX

\$ 900.00

Women Bags

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.





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.

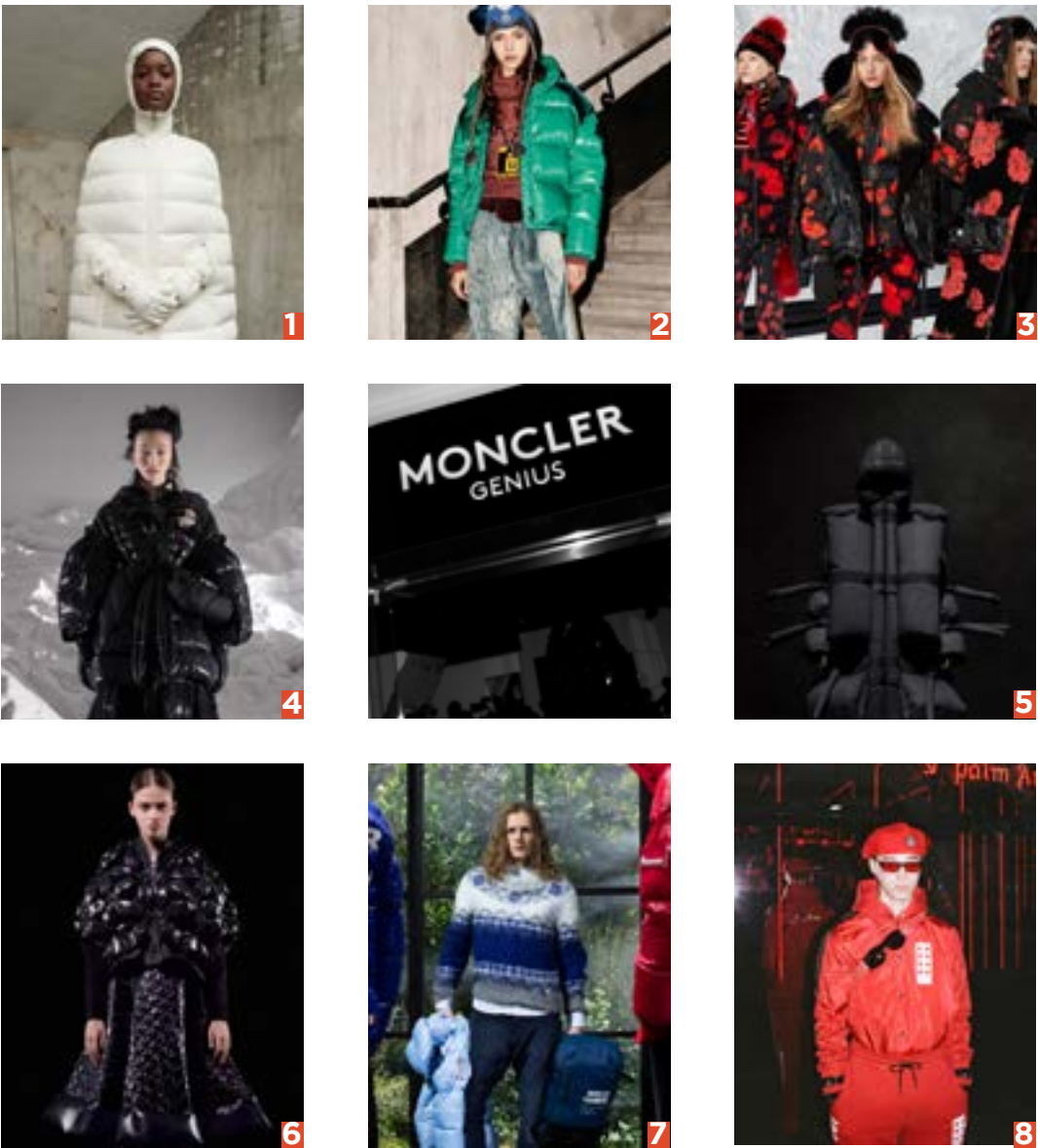
This model blends the idea of fashion and “drop” culture.

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



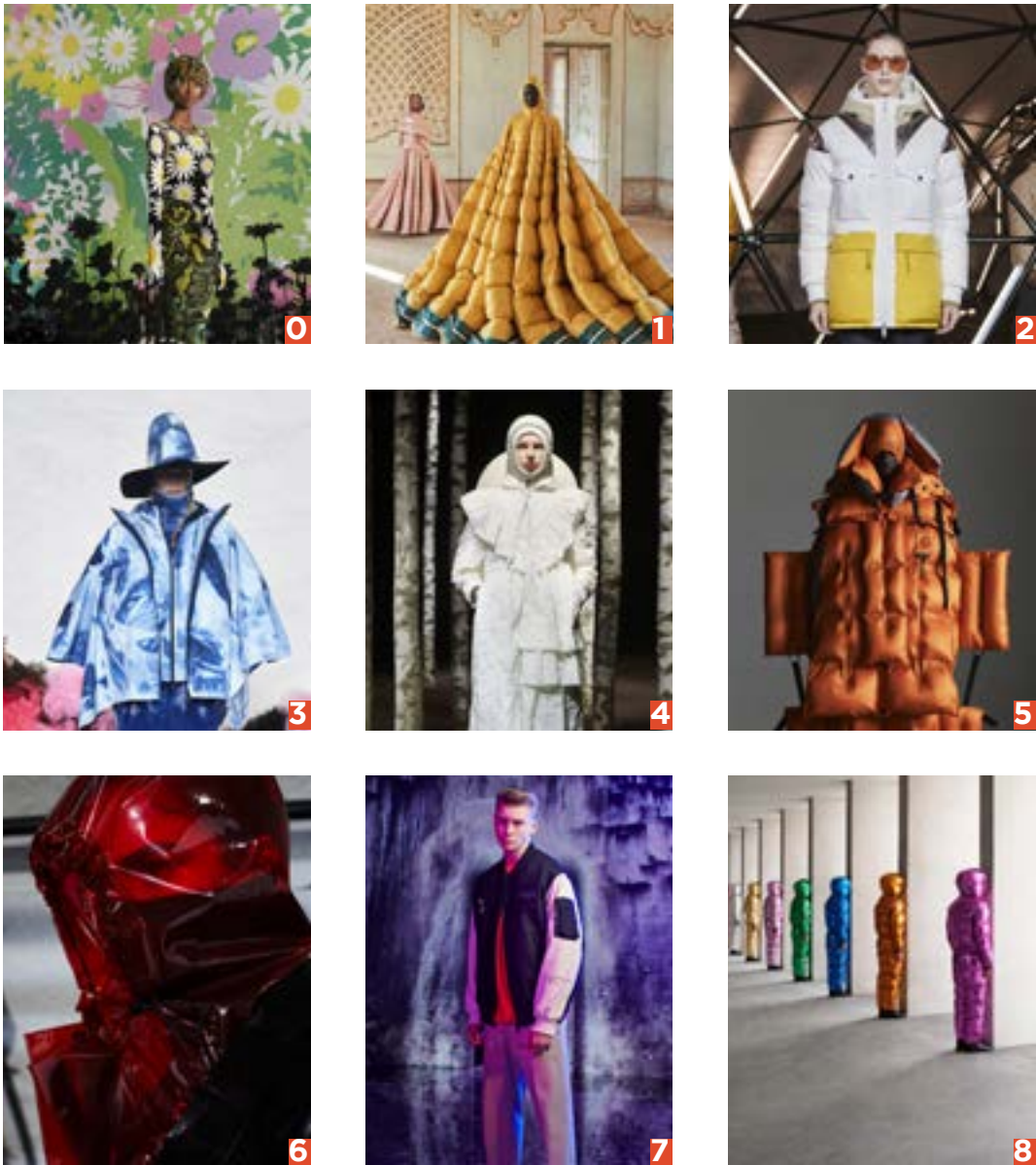
MONCLER GENIUS
2018 COLLECTION

- 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



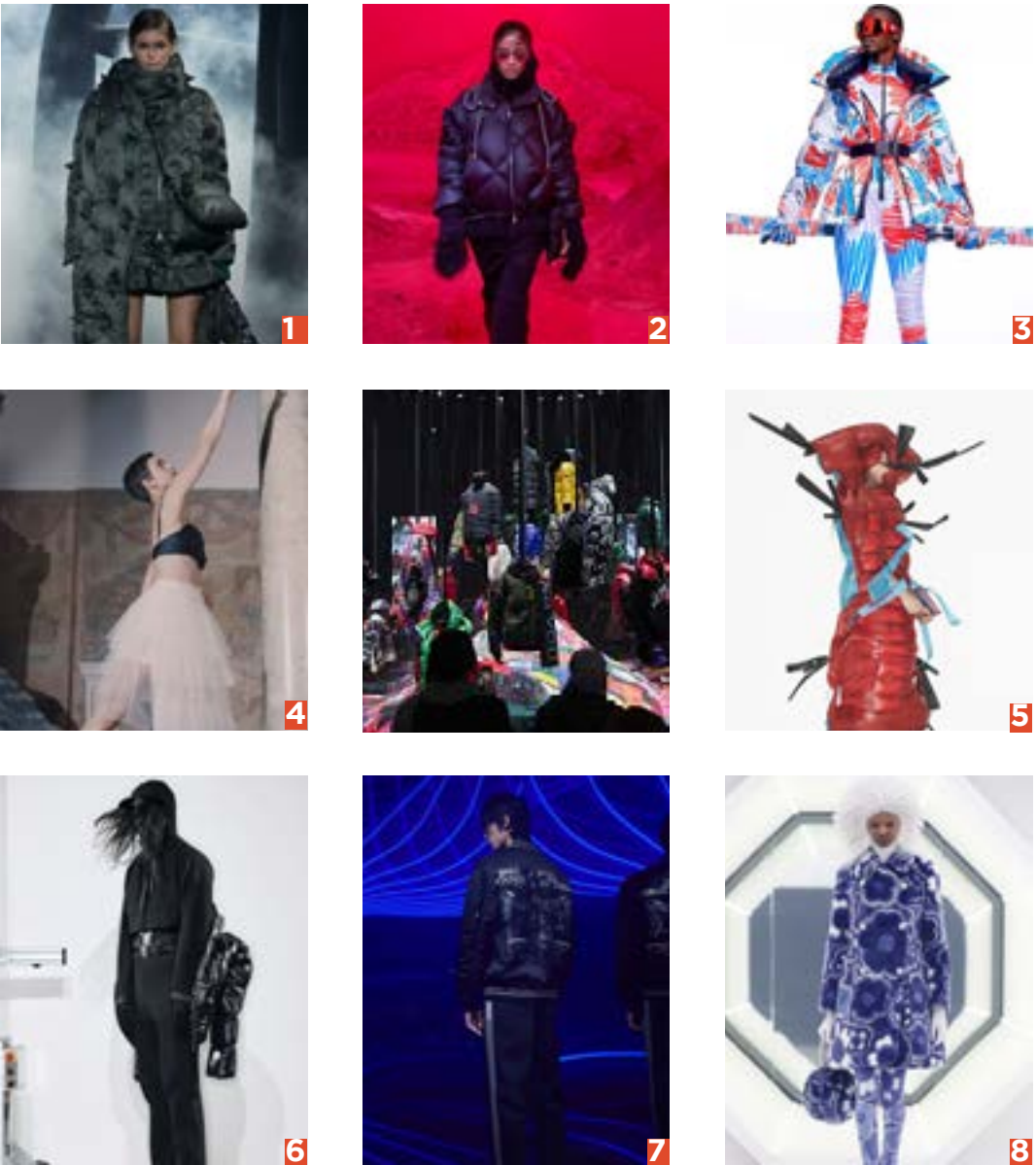
2019 COLLECTION

- 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



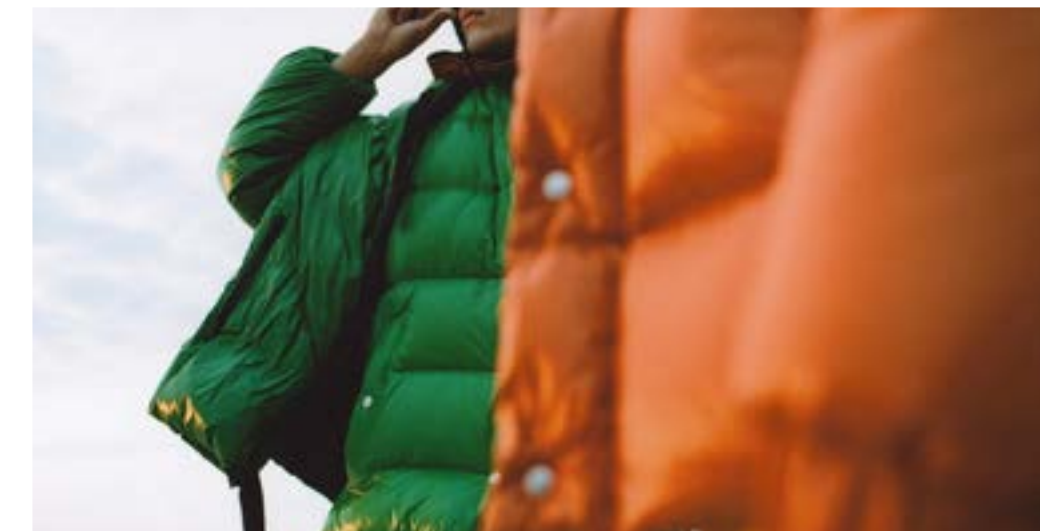
MONCLER GENIUS

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 chronological pillars, the collection, for both men and women, is a fast-spinning, pop-tastic 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



VERONICA LEONI SERGIO ZAMBON
[DISCOVER THE DESIGNER](#)



DIAMOND
\$ 1,375.00



DIAMONDLONG
\$ 1,750.00



OPAL
\$ 1,475.00

2
MONCLER
1952
WOMEN | MEN

3
MONCLER
GRENOBLE
WOMEN | MEN



SANDRO MANDRINO
[DISCOVER THE DESIGNER](#)



BELPEIT
\$ 1,965.00



PANTS
\$ 860.00



SKI GLOVES
\$ 570.00



SIMONE ROCHA
[DISCOVER THE DESIGNER](#)



DALEA
\$ 1,460.00



PERSEAM
\$ 2,565.00



PANSY
\$ 1,245.00

4
MONCLER
SIMONE ROCHA

MONCLER GENIUS COLLECTIONS



CRAIG GREEN
DISCOVER THE DESIGNER

5
MONCLER
CRAIG GREEN



HINNEY
\$ 1,150.00



PEEVE
\$ 860.00



LANTZ
\$ 1,425.00



MATTHEW WILLIAMS
DISCOVER THE DESIGNER

6
MONCLER
1017 ALYX 9SM



FOREST
\$ 1,965.00



COLLAR IN WOOL AND NYLON
\$ 575.00



CALISTE
\$ 1,965.00

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 POLDO DOG COUTURE
DISCOVER THE PROJECT



MONDOG
\$ 465.00



SKI INSPIRED MONDOG
\$ 575.00



MONDOG REVERSIBLE
\$ 510.00



MONCLER RIMOWA "REFLECTION"
DISCOVER THE DESIGNER



REFLECTION
\$ 3,200.00



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.



Outwear



Skiwear



Genius

VARIATION



Complementary



Skiwear



Dogwear

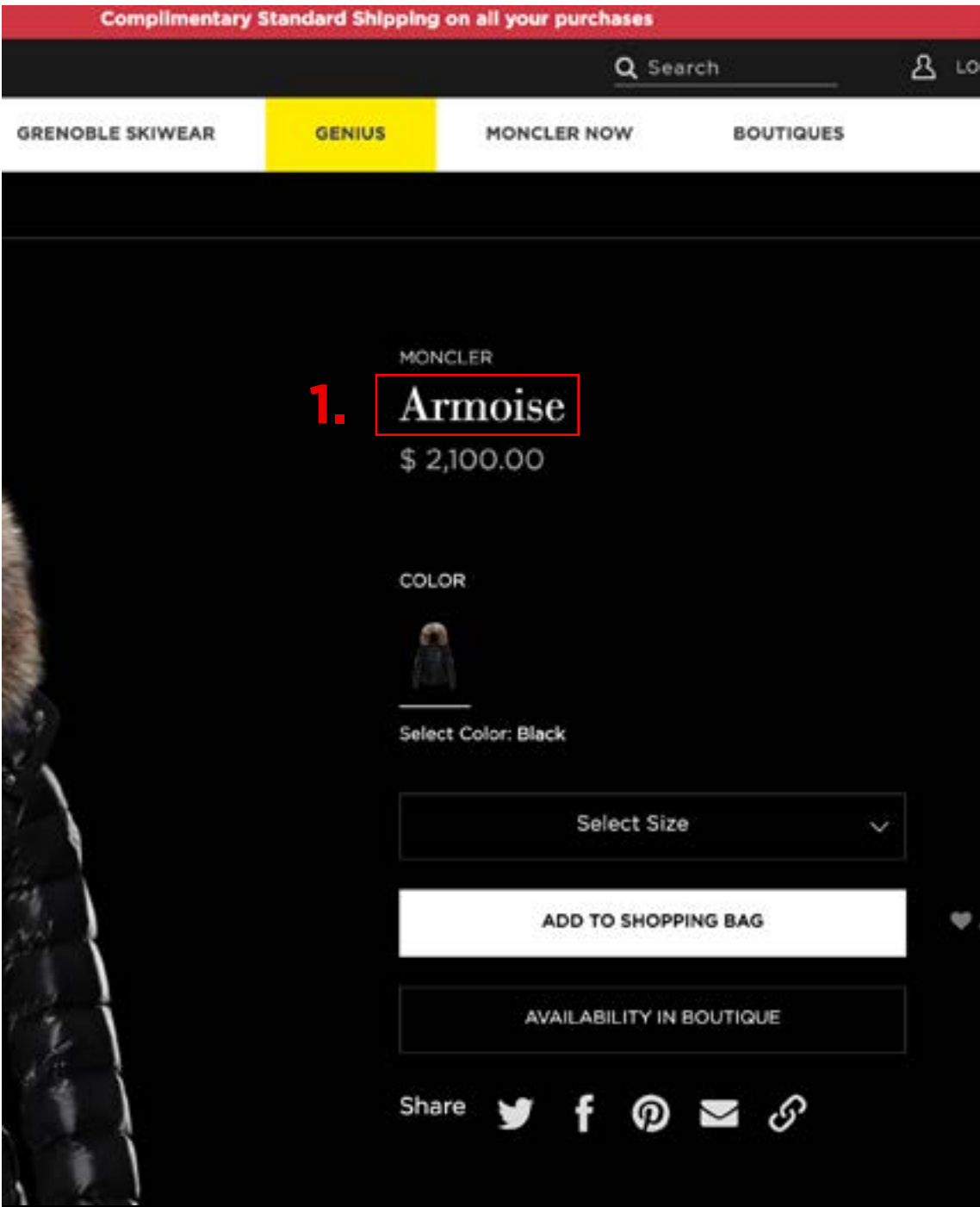
FONT

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 typeface (8-10 px for body text)

Friz Quadrata

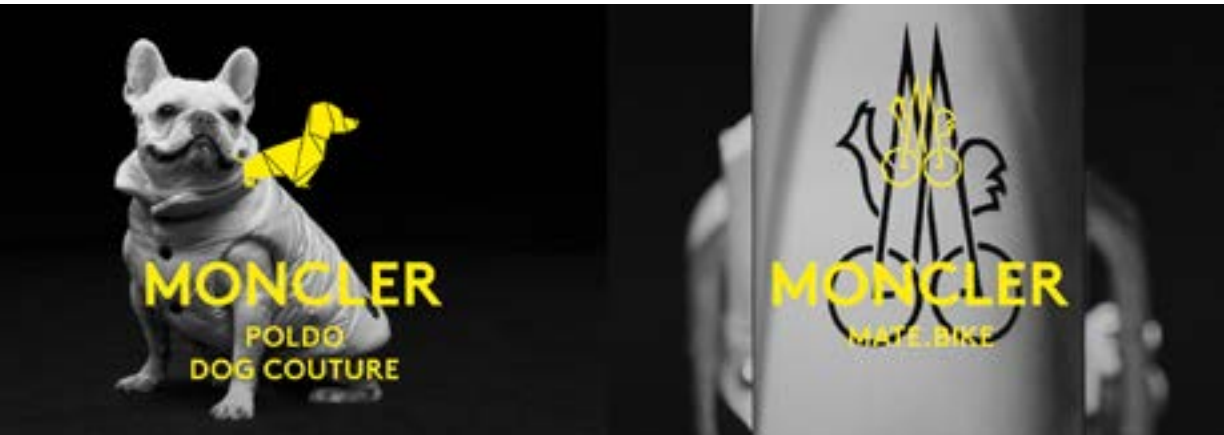
Bauer Bodoni Std Roman

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.



Embelm

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

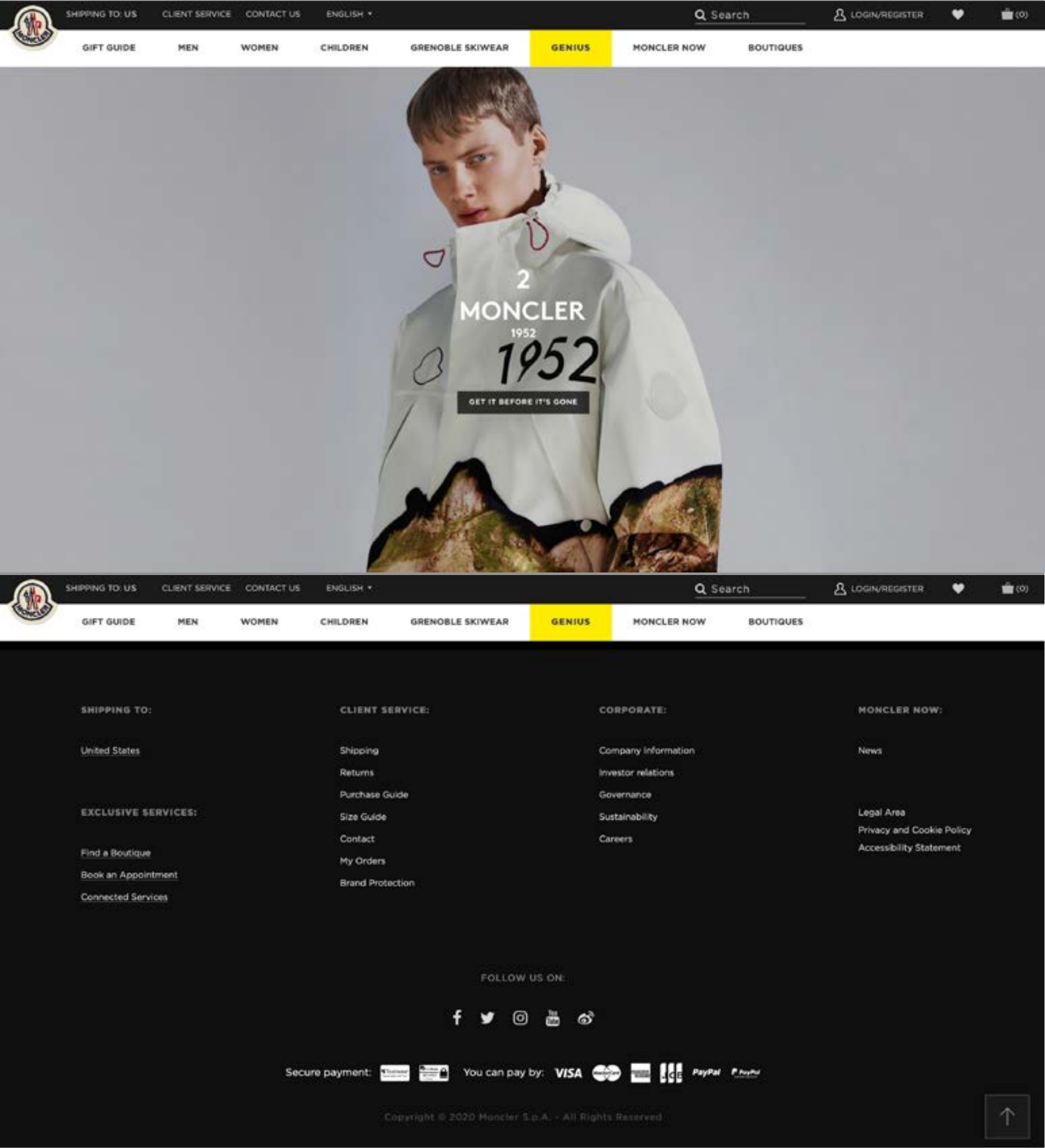
For item names on website:
Serif fonts
Only first letter capitalized.

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

DIGITAL TEMPLATES

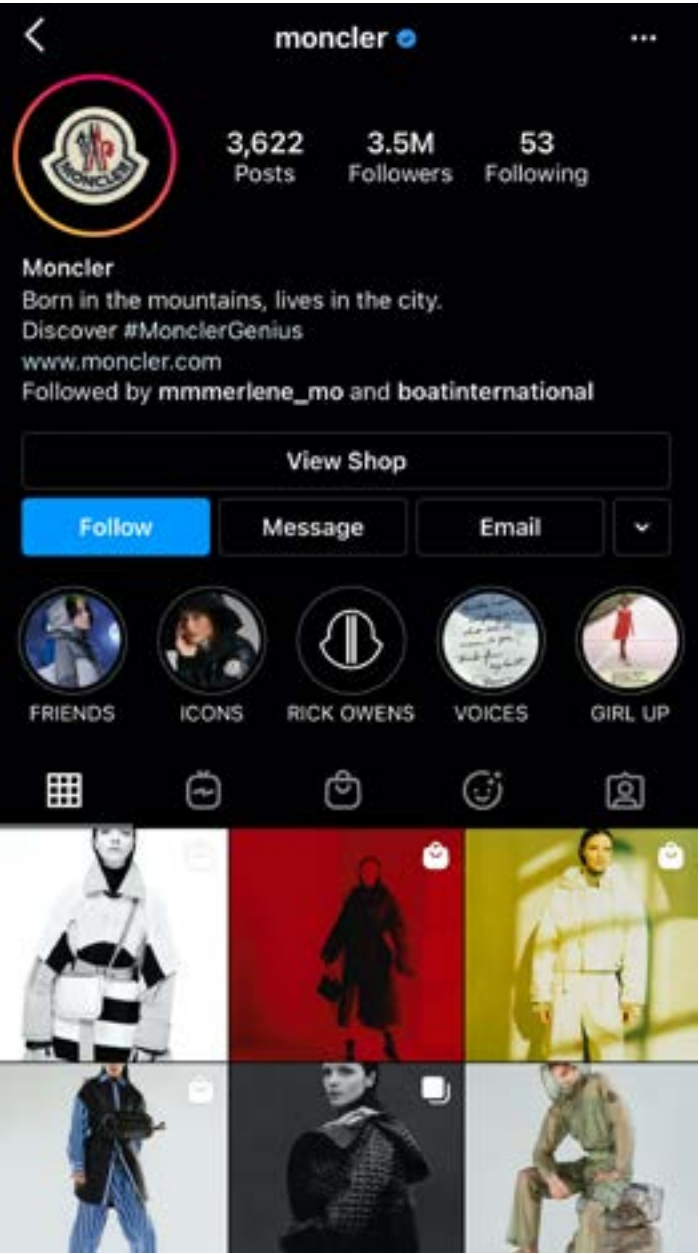
OFFICIAL WEBSITE

www.moncler.com



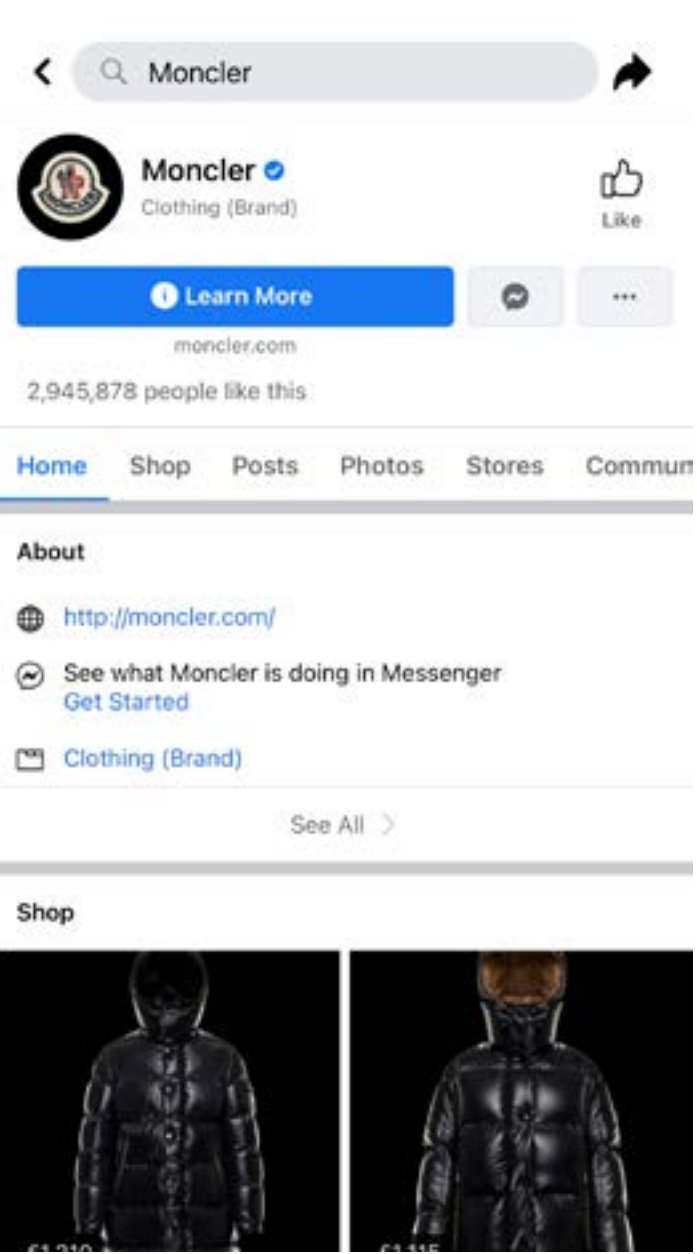
Moncler utilizes **omnichannel** as a strategy to fit their customer’s non-linear purchasing path. Moncler wants to present on all major social media, and they build their system based on a deep understanding of the local culture and traditions.

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, Douyin & Little Red Book
- Advertising, Purchasing & Posting
- Special products
- Event related to Chinese tradition

YOUTUBE



- Advertisement in series
- Record of events

MATERIALS

COLORS

FINISH

DESIGN LANGUAGE & CMF



DESIGN LANGUAGE

- Puffy
- Short and Hip-length
- Side pockets on arms(herited from ski wear)
- A-shape Layout / La Coupe Cintree
- Glossy satin-like finish
- Lightweight
- Lithssome
- Floating
- Not bloated -Sinking

MATERIALS



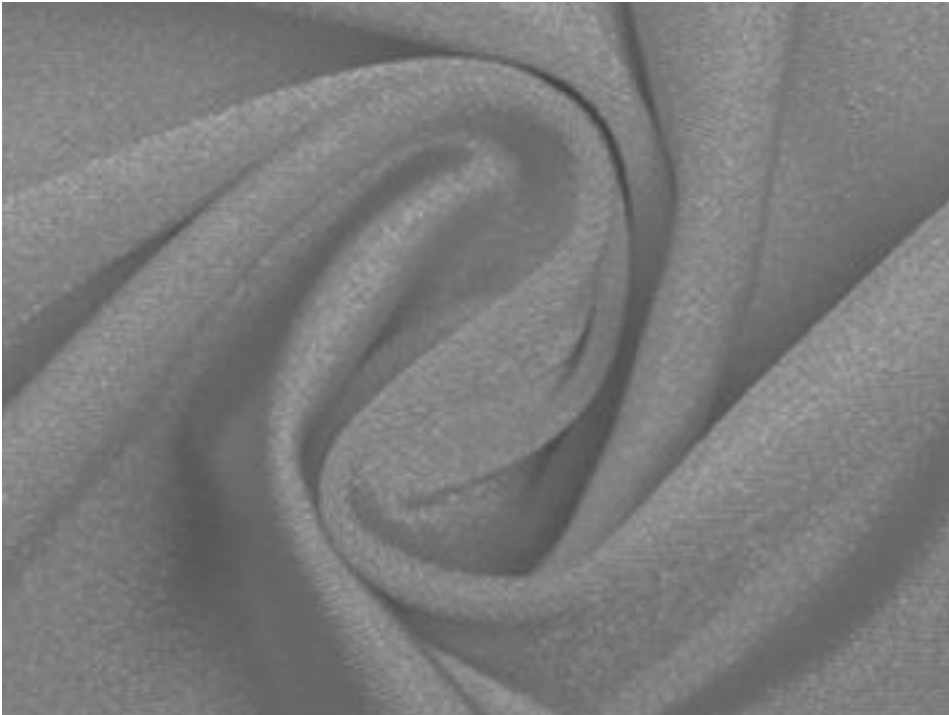
DOWN

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 outerwear
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 outwears
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.

- **Available in composites**
(Denim, knits, wovens and hybrids...)
- **Ultra lightweight**
- **Protective**
(Water, stain, UV light, cutting...)
- **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 experimental design with different designers.

- **Matte/Glazed Dark Colors**

- **Bright/ Macaron Colors**

- **Printed Patterns**
(Camouflage/ Graffiti/Stripe/Polka Dots..)
(Imitating Denim/Nylon/Suede Leather...)

- **Special Colors**
(Reflective, clear/transparent,)





FINISHING

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

- Glazing
- Matte
- Clear
- Reflective
- Fluffy
- Smooth and Stiff
- Velvet Padded
- Decating
- Iridescent reflective

FINISHING



GLAZING



MATTE



CLEAR/SEMI-TRANSPARENT



REFLECTIVE



FLUFFY (BERBER FLEECE)



SMOOTH AND STIFF (GORE-TEX)



VELVET PADDED



DECATING

TECHNOLOGY

PATENTS

TECHNOLOGY



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

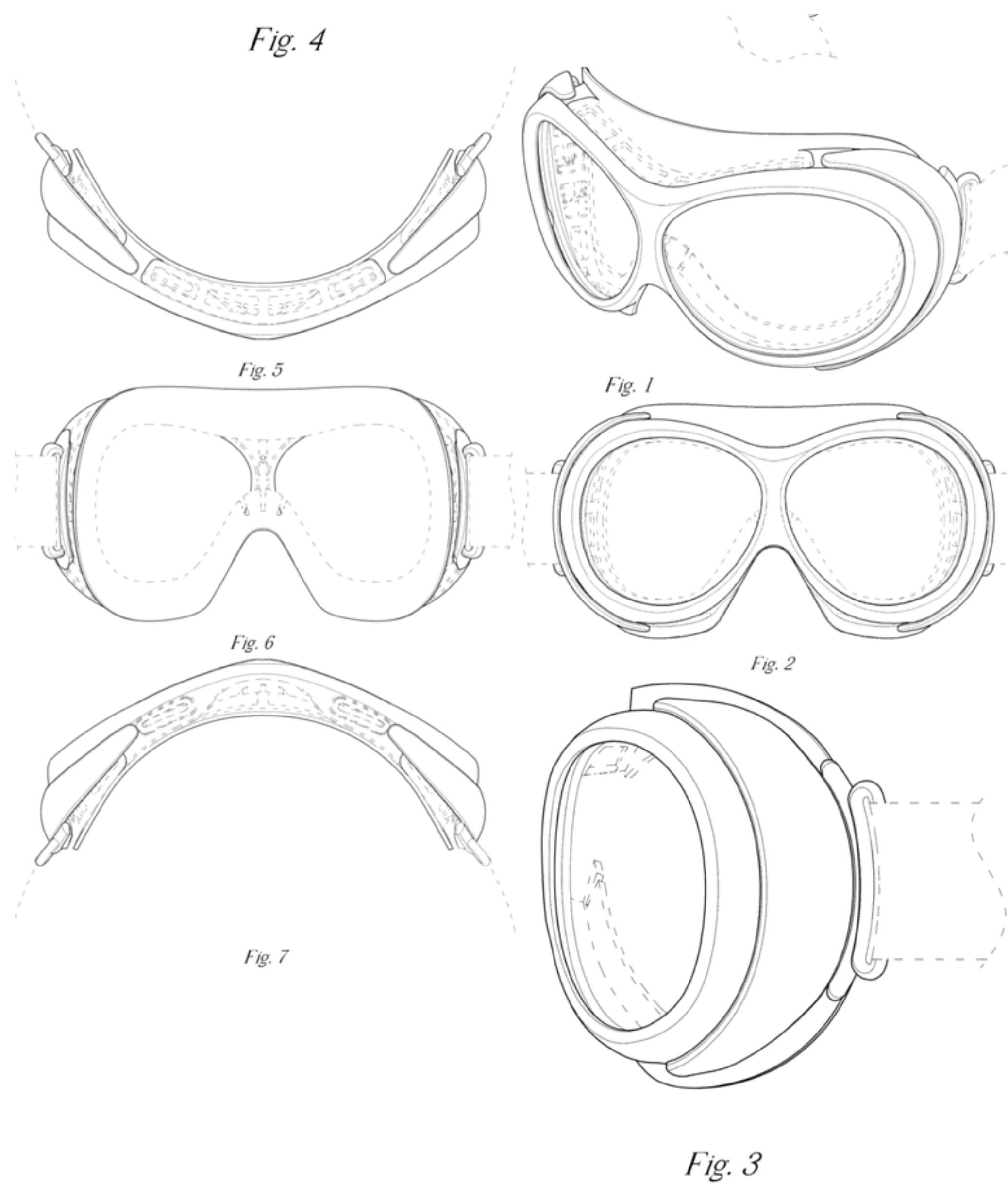
- Moncler jackets are built using Japanese nylon
- Nylon léger (light-weight fabric, only 33 gr/mq)
- Fine high-density nylon counts
- 7-denier yarn is used which allows Moncler to make a fabric weighing 24 gr sqm



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

SIGNIFICANT EVENTS

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 most diverse sensibilities and creative approaches. The proceeds from the auction were entirely donated to amfAR.



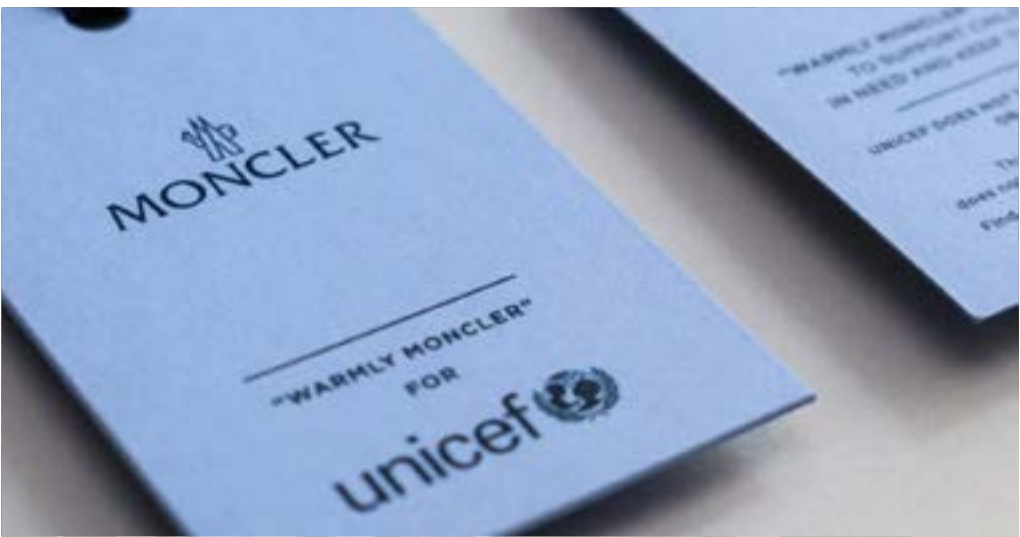
CHARITY EVENTS

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.



"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.



BOUTIQUES

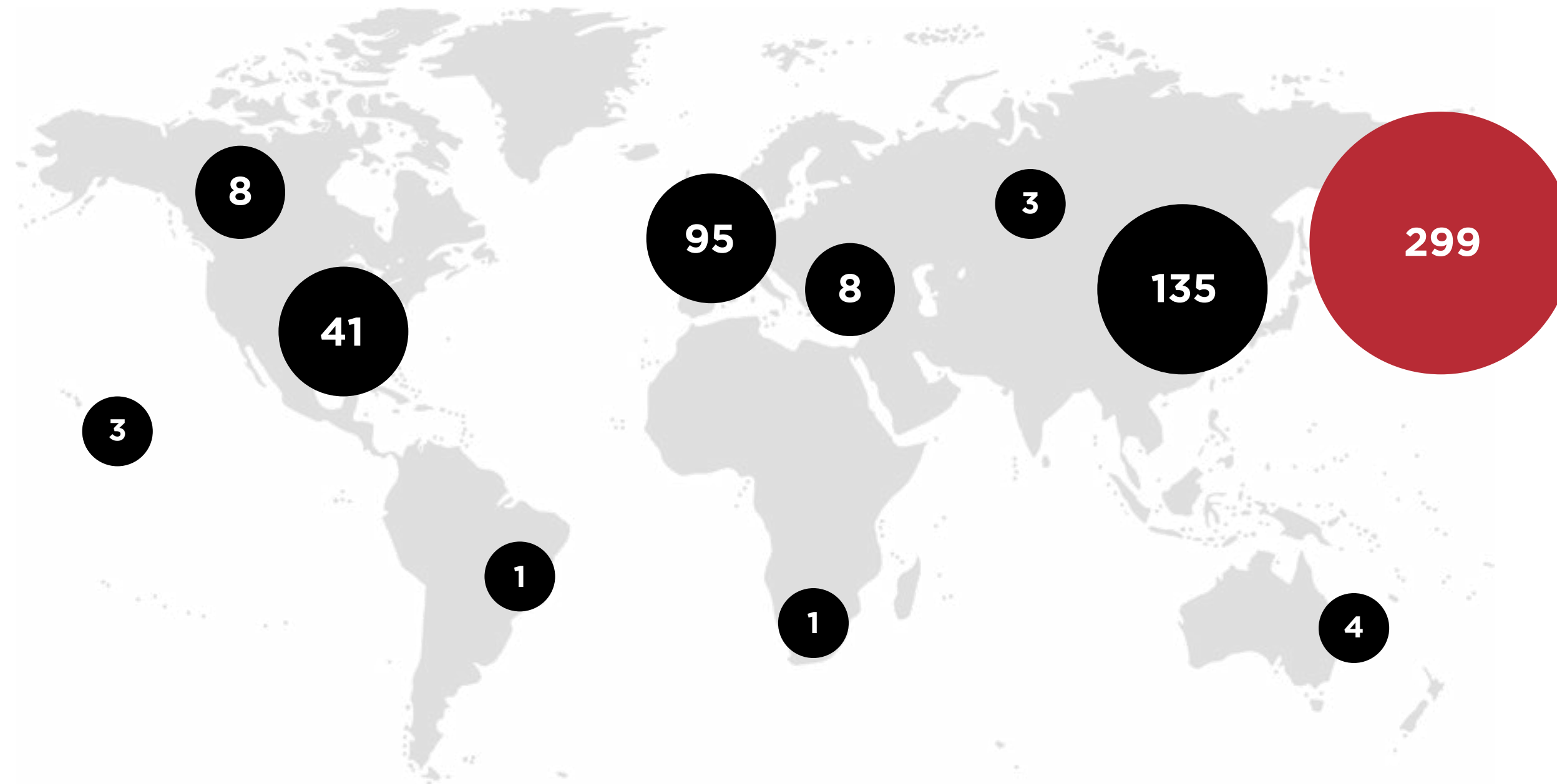
NEW OPENINGS

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.

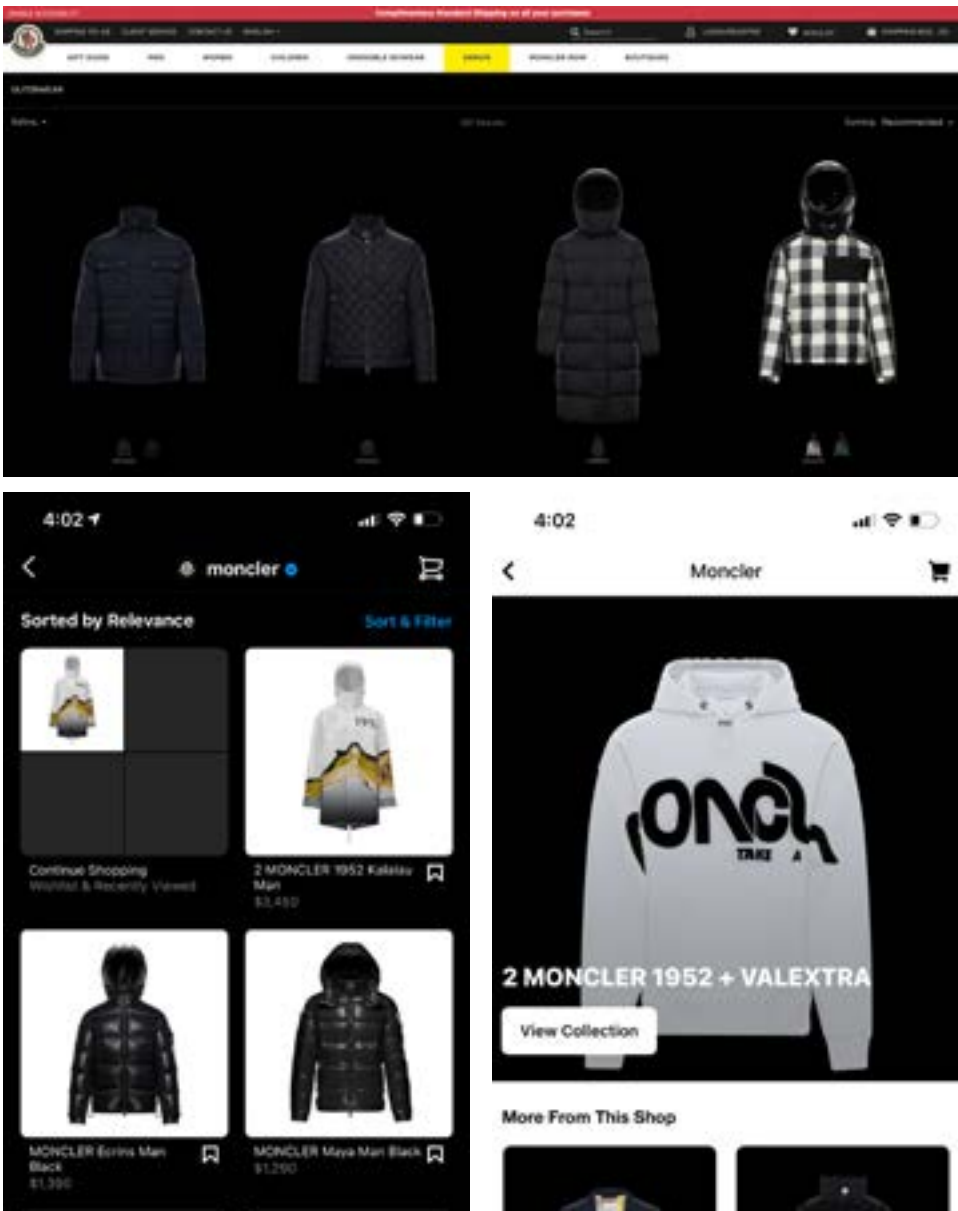
Revenues by Distribution Channel

	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
	Total DOS	-	

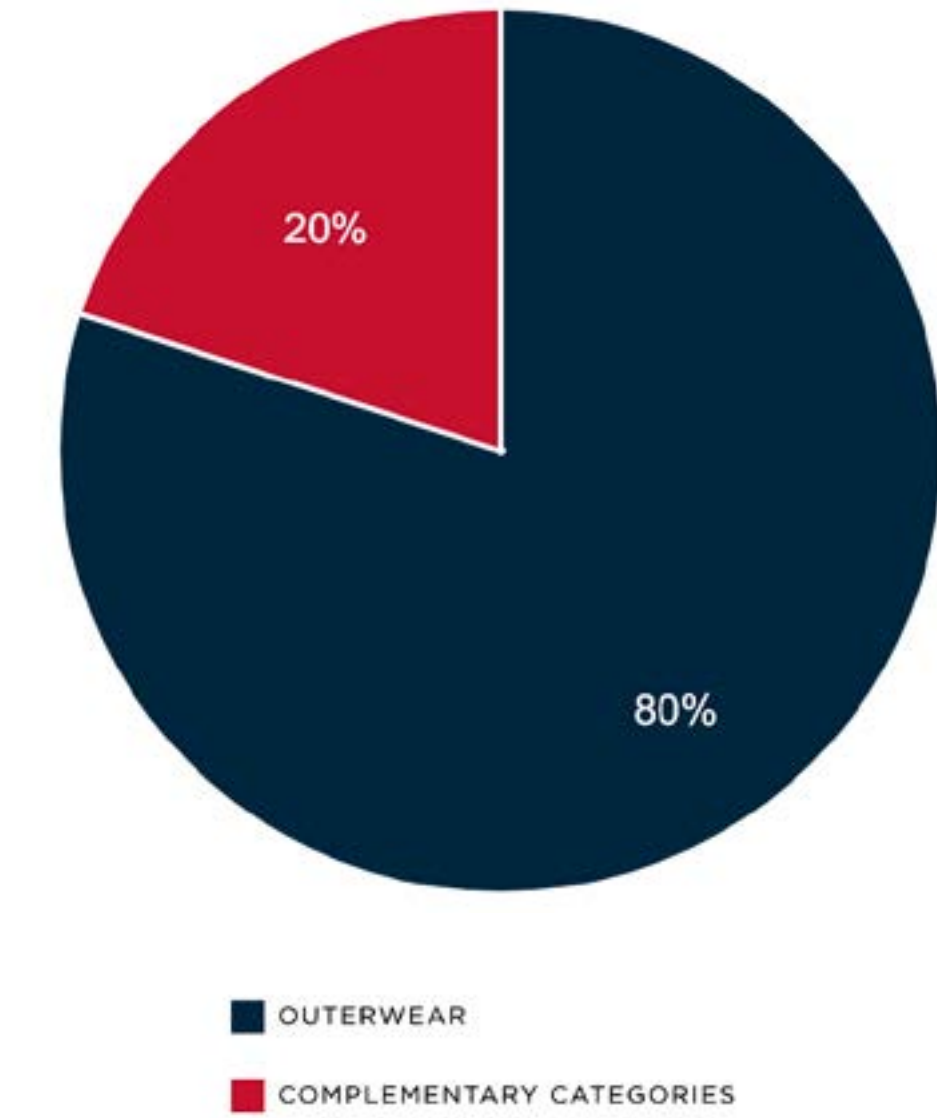
E-TAIL

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.



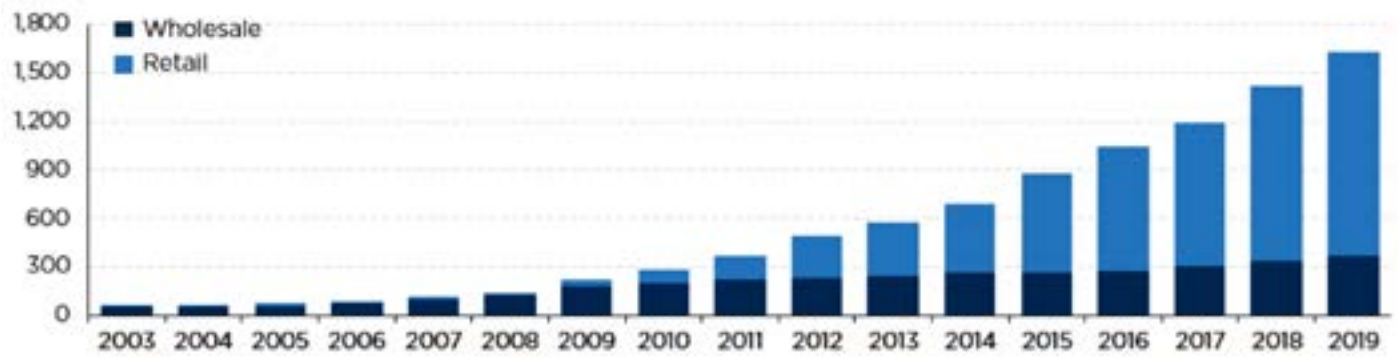
BUSINESS AREA

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

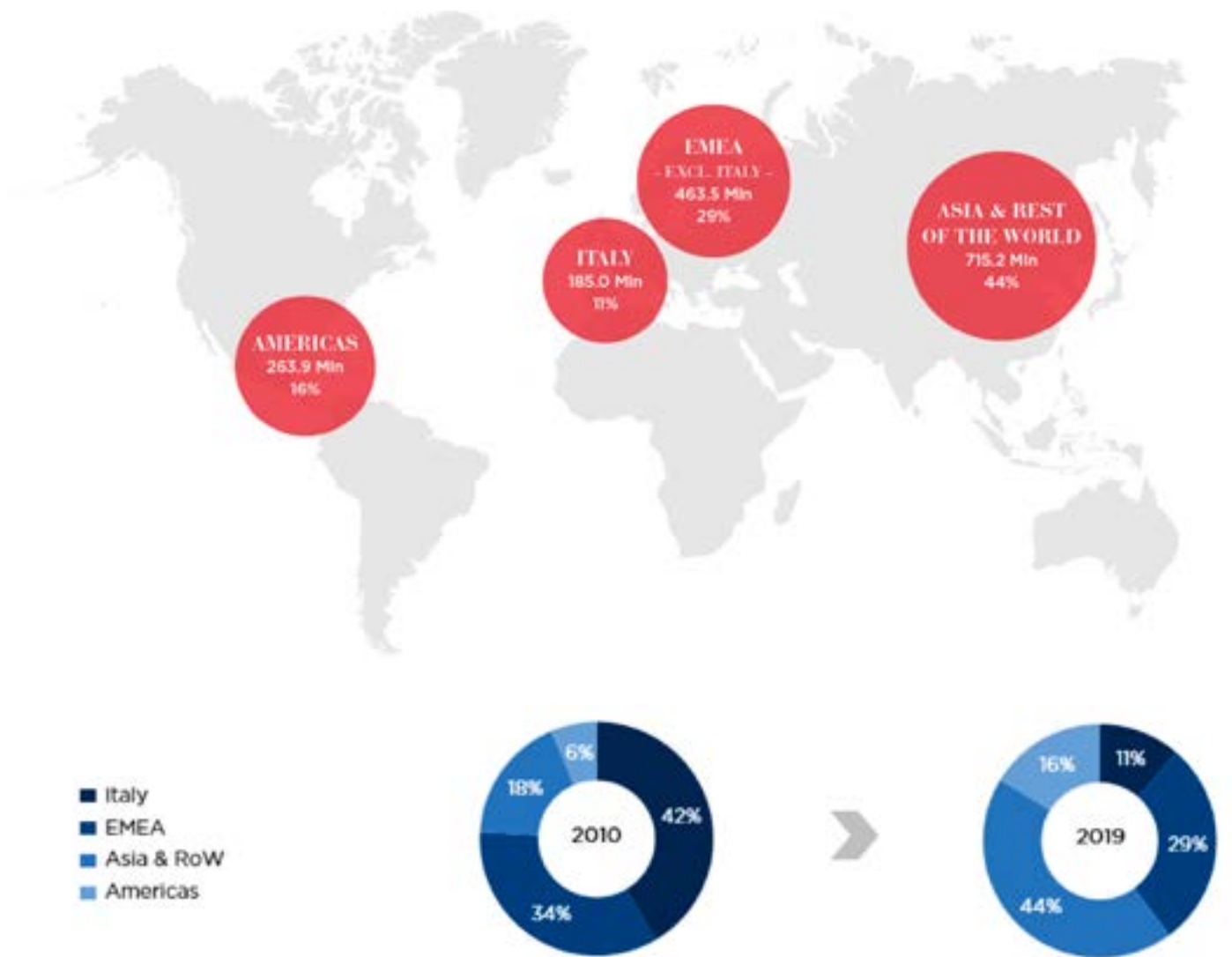
In 9 years, retail profit has skyrocketed from 100 million Euro to 1300 million Euro, while wholesale profit has been doubled. Retail profit takes 77% of the entire profit. Moncler is focusing on retail over wholesale, and especially on E-tail (e-commerce)



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.

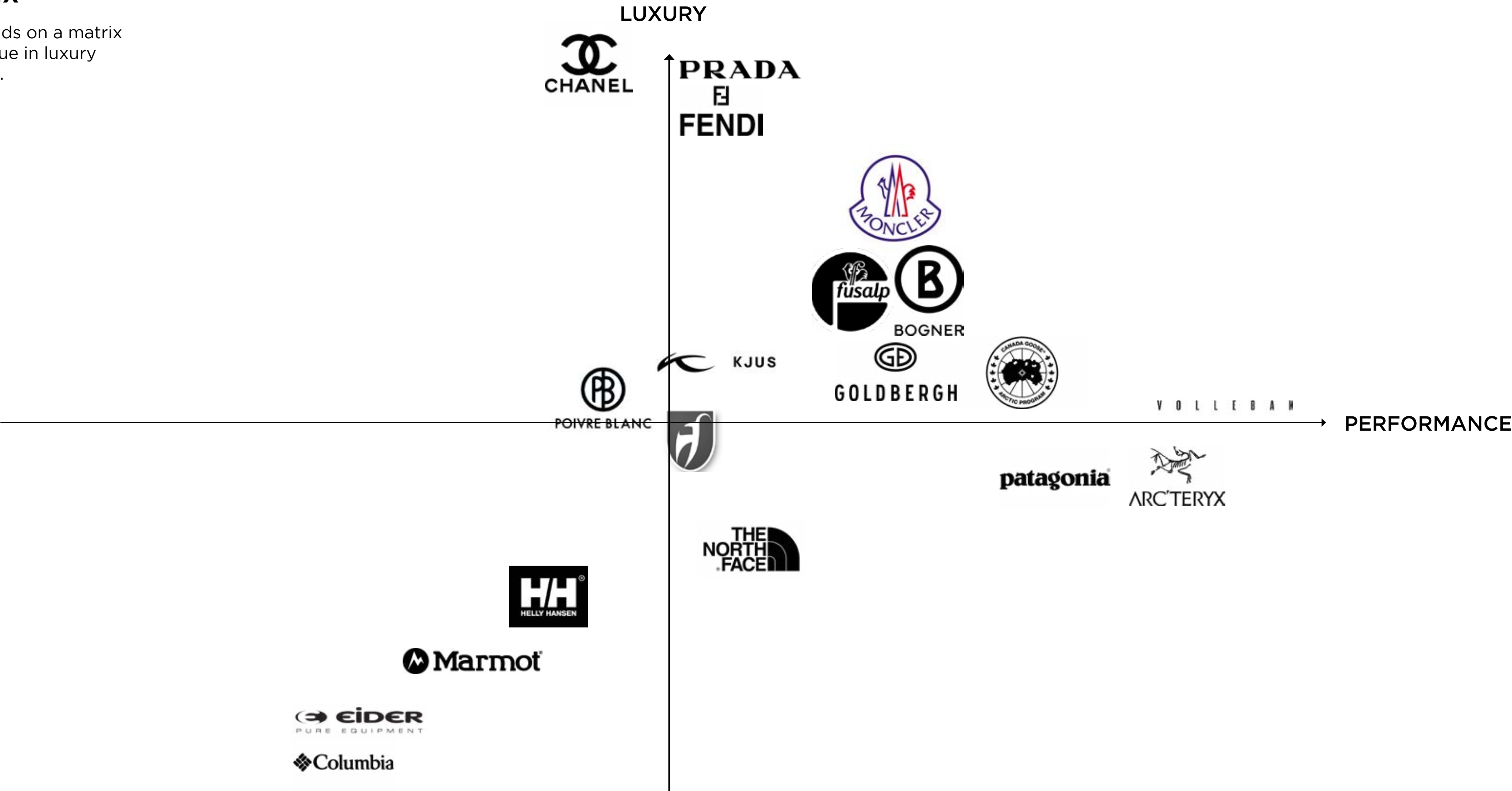


BRAND ANALYSIS

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.







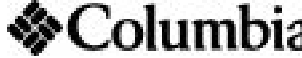
Secondary Audience

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

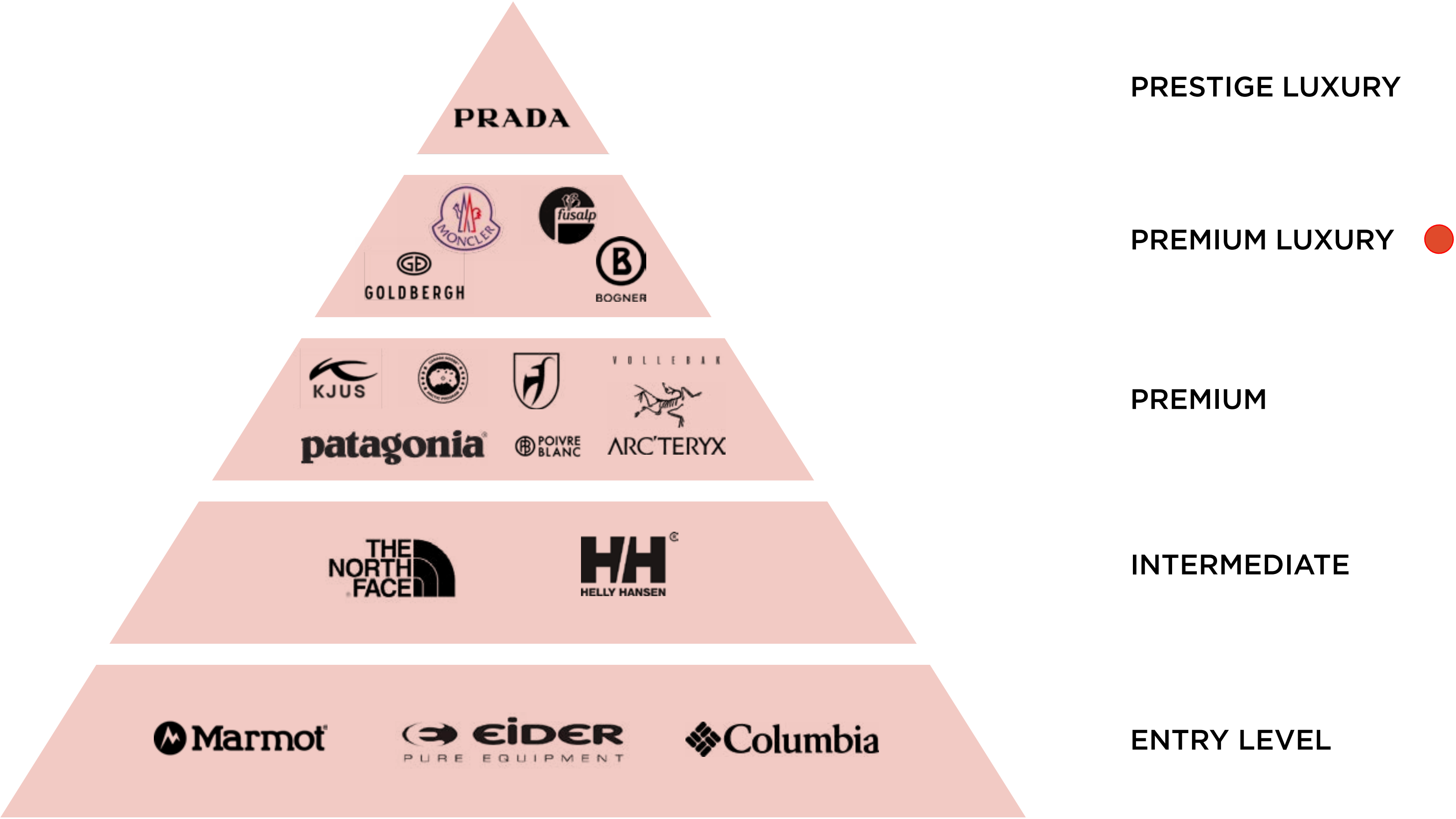
COMPETITOR ANALYSIS

1		PRADA	\$300-16000
2		MONCLER 	\$215-3700
3		BOGNER	\$650-3500
4		CANADA GOOSE	\$325-1700
5		KJUS	\$500-1400
6		FUSALP	\$350-1400
7		VOLLEBAK	\$300-1200
8		TONI SAILER	\$300-1000

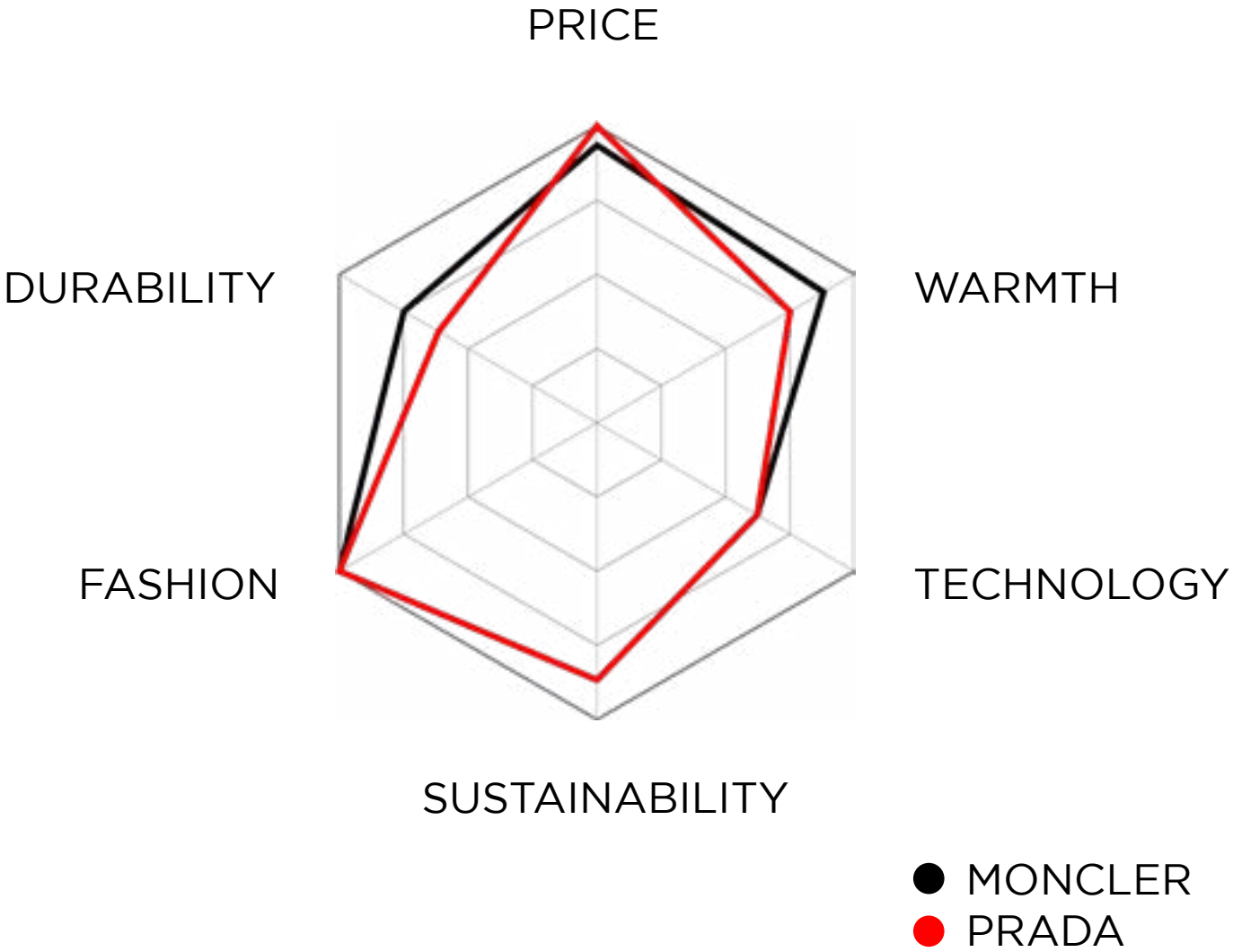
8		GOLDBERGH	\$300-1000
8		ARC'TERYX	\$300-1000
11		MARMOT	\$200-700
12		POIVRE BLANC	\$30-700
13		PATAGONIA	\$100-600
14		THE NORTH FACE	\$99-500
15		EIDER	\$20-500
16		COLUMBIA	\$50-450

COMPETITOR ANALYSIS

Moncler is the only luxury brand associated to mountains, nature and constant search for innovation and evolution.



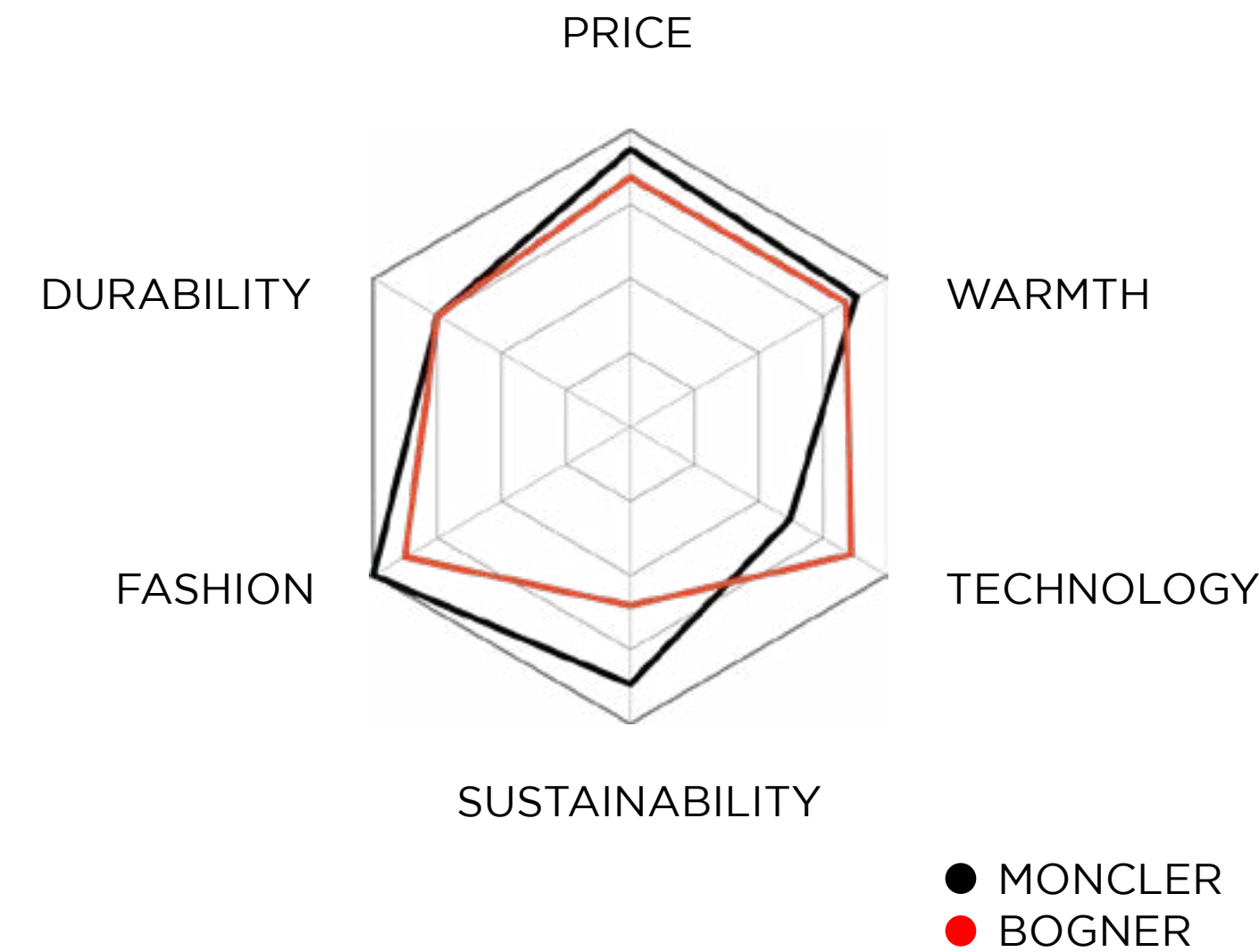
PRADA



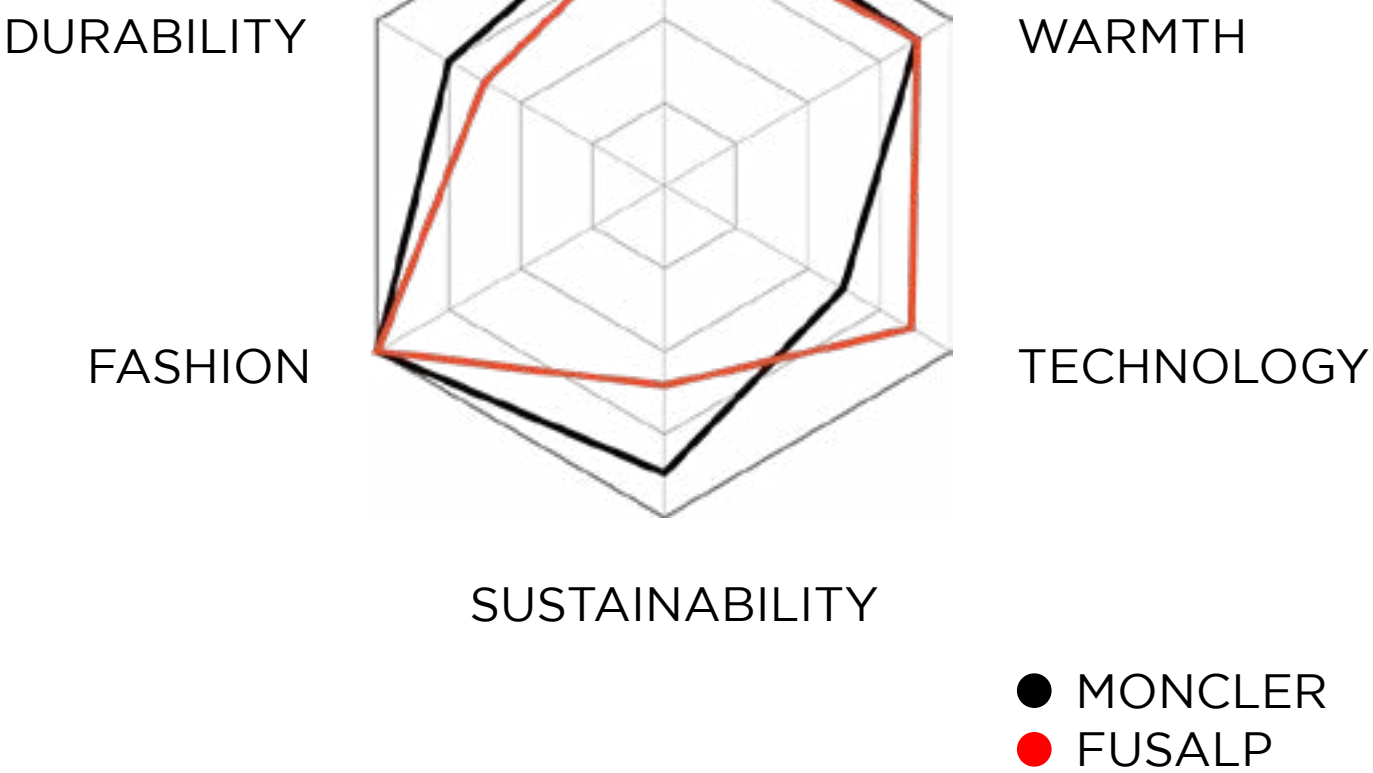
PREMIUM LUXURY



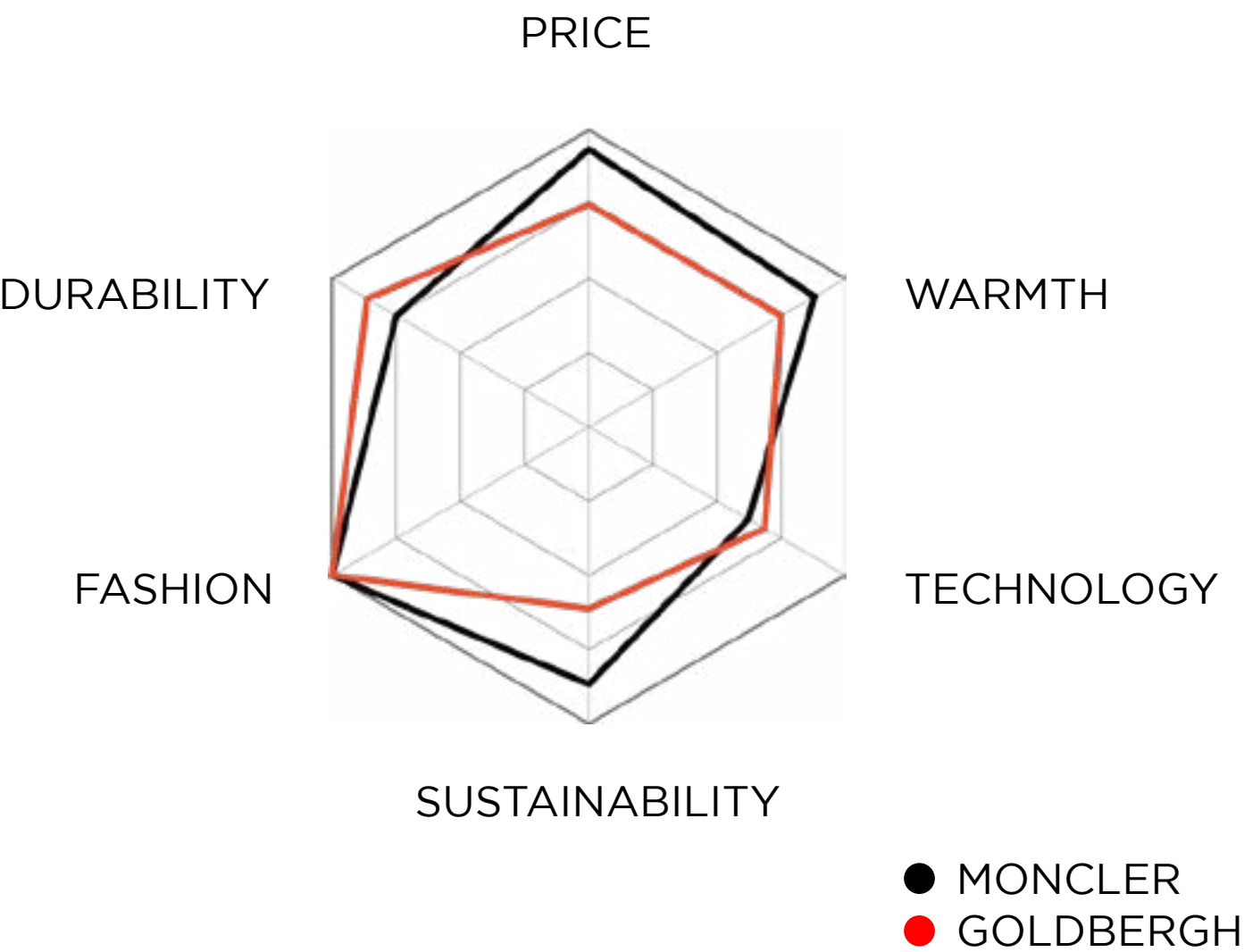
BOGNER



PRICE

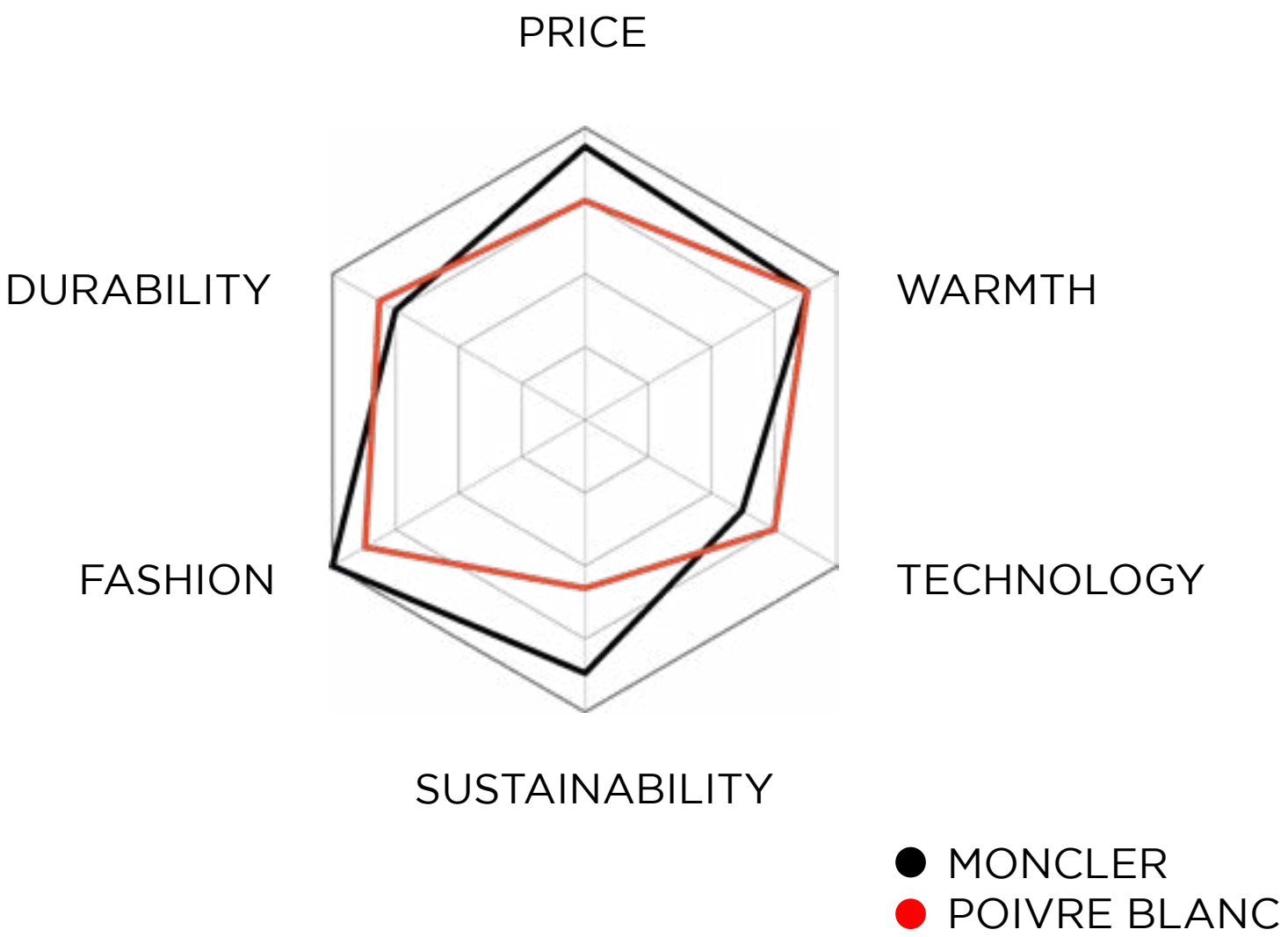
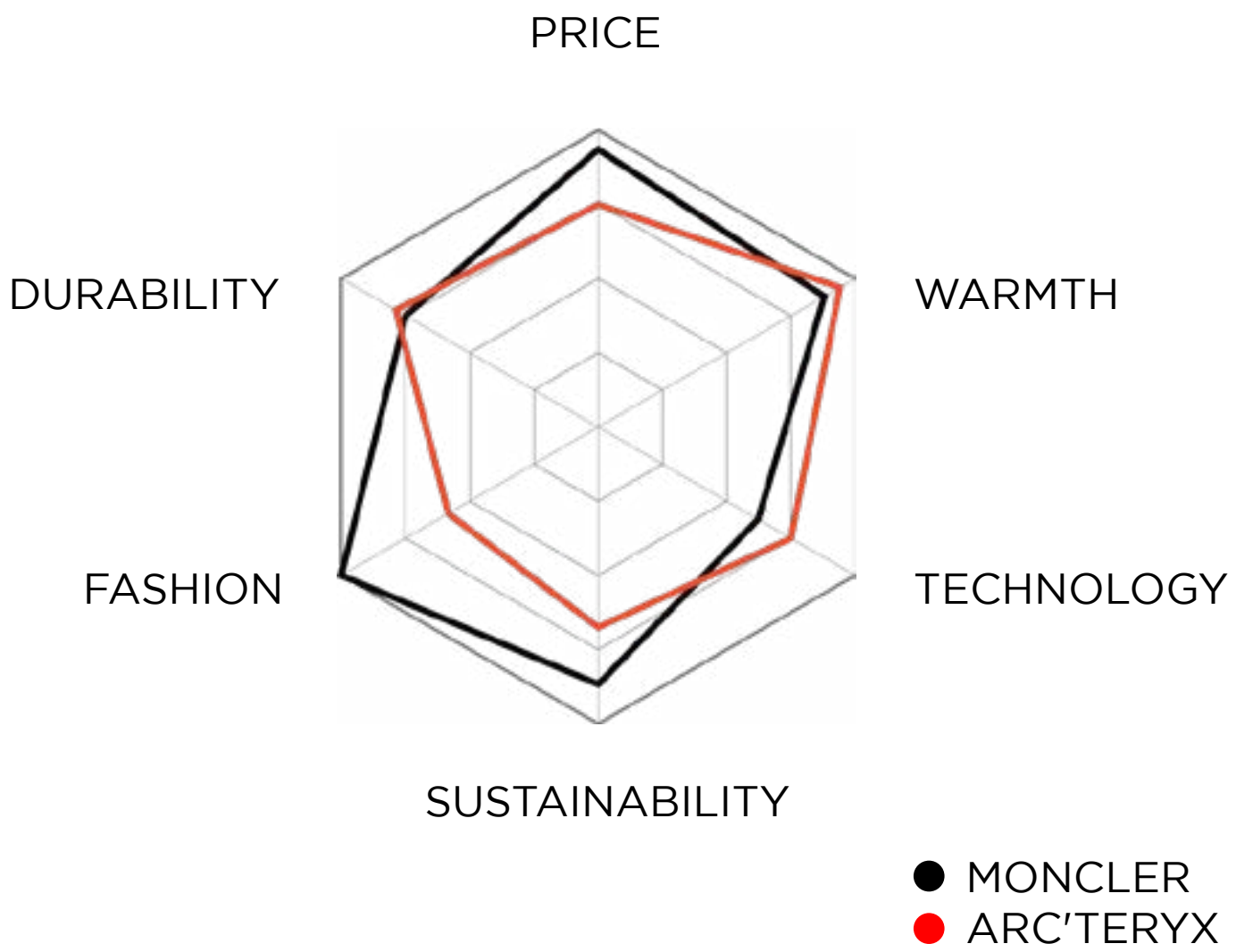
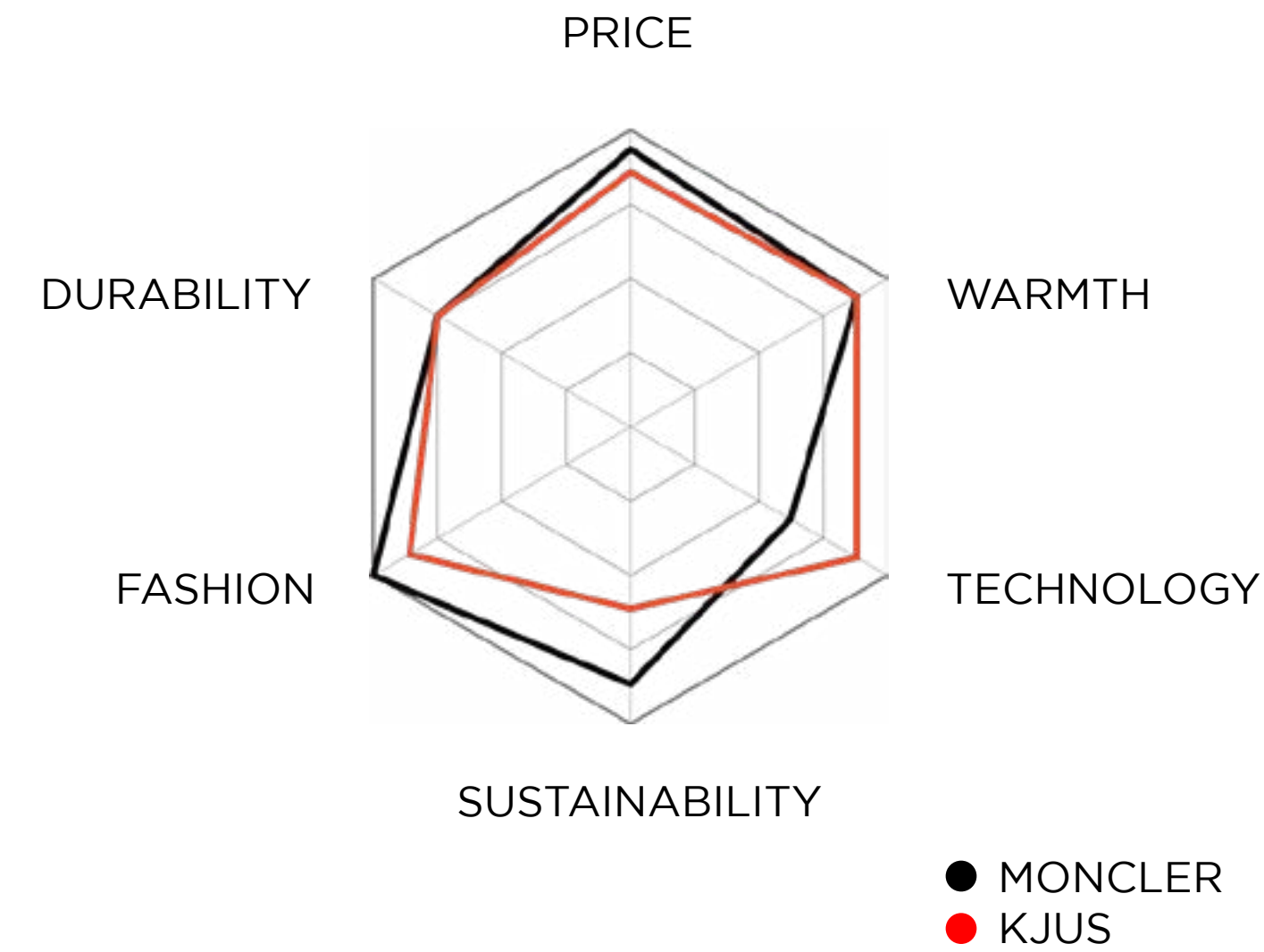


GOLDBERGH



MONCLER

PREMIUM





HYDRO_BOT

Price: \$1200

- Smart sweat management
- Electro-osmosis
- Mobile app-controlled
- At up 10x more efficient at removing unwanted moisture than ordinary membranes



VEILANCE

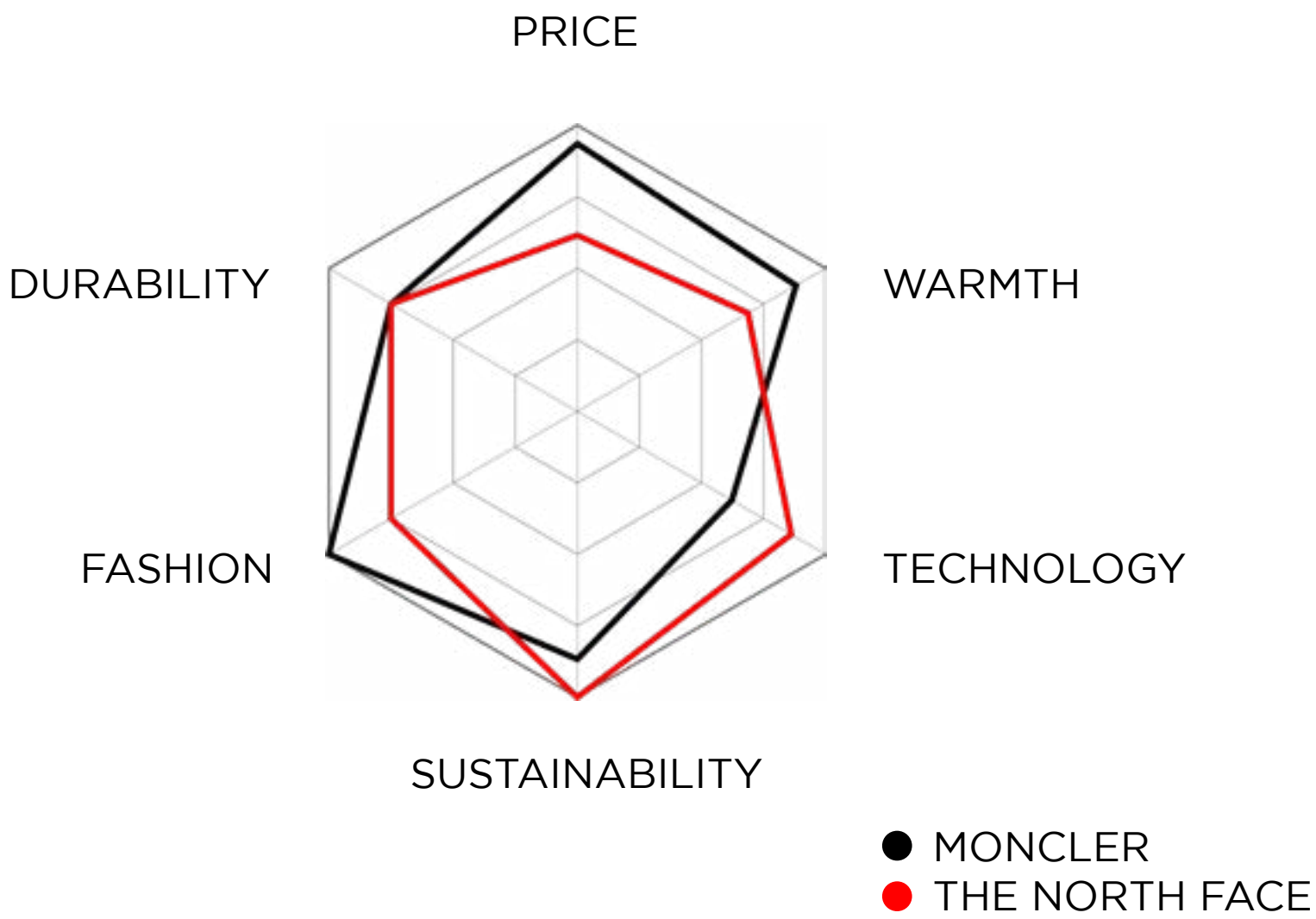
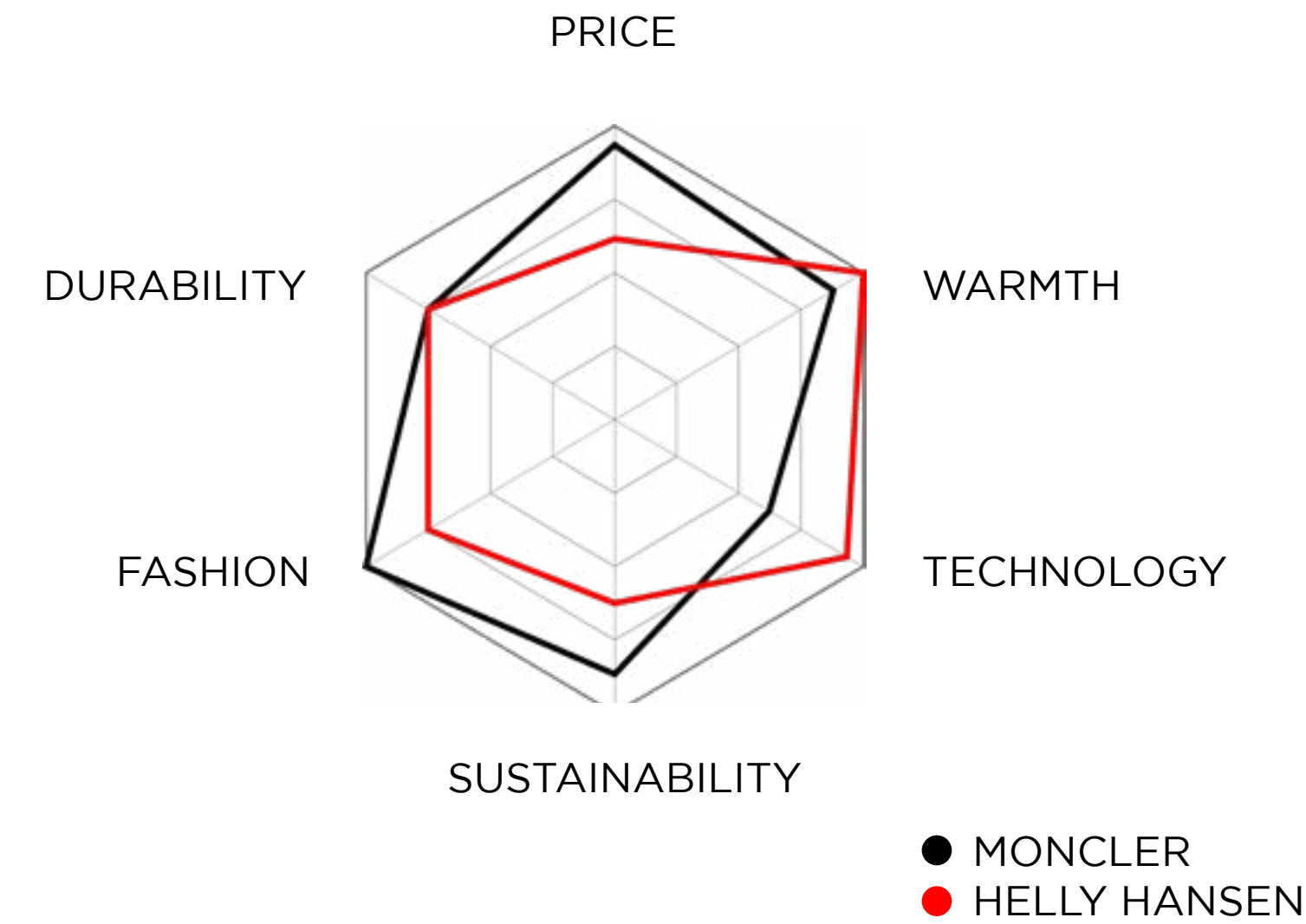
Price range: \$350-1900

- Urban Outdoor
- GORE-TEX & CORELOFT
- Customize
- Japan to Asia
- Climate-controlling solutions in a system of modular layers



VEILANCE x CHITO

INTERMEDIATE





X

GUCCI



THE NORTH FACE X CUCCI

Price: \$350- 4200

- Turned up the volume on fashion
- Bridges mountains, both literally and figuratively
- Advance outdoor gear's position in fashion
- The '70s-inspired collection, celebrates the spirit of exploration
- The collab truly marries what both brands do best

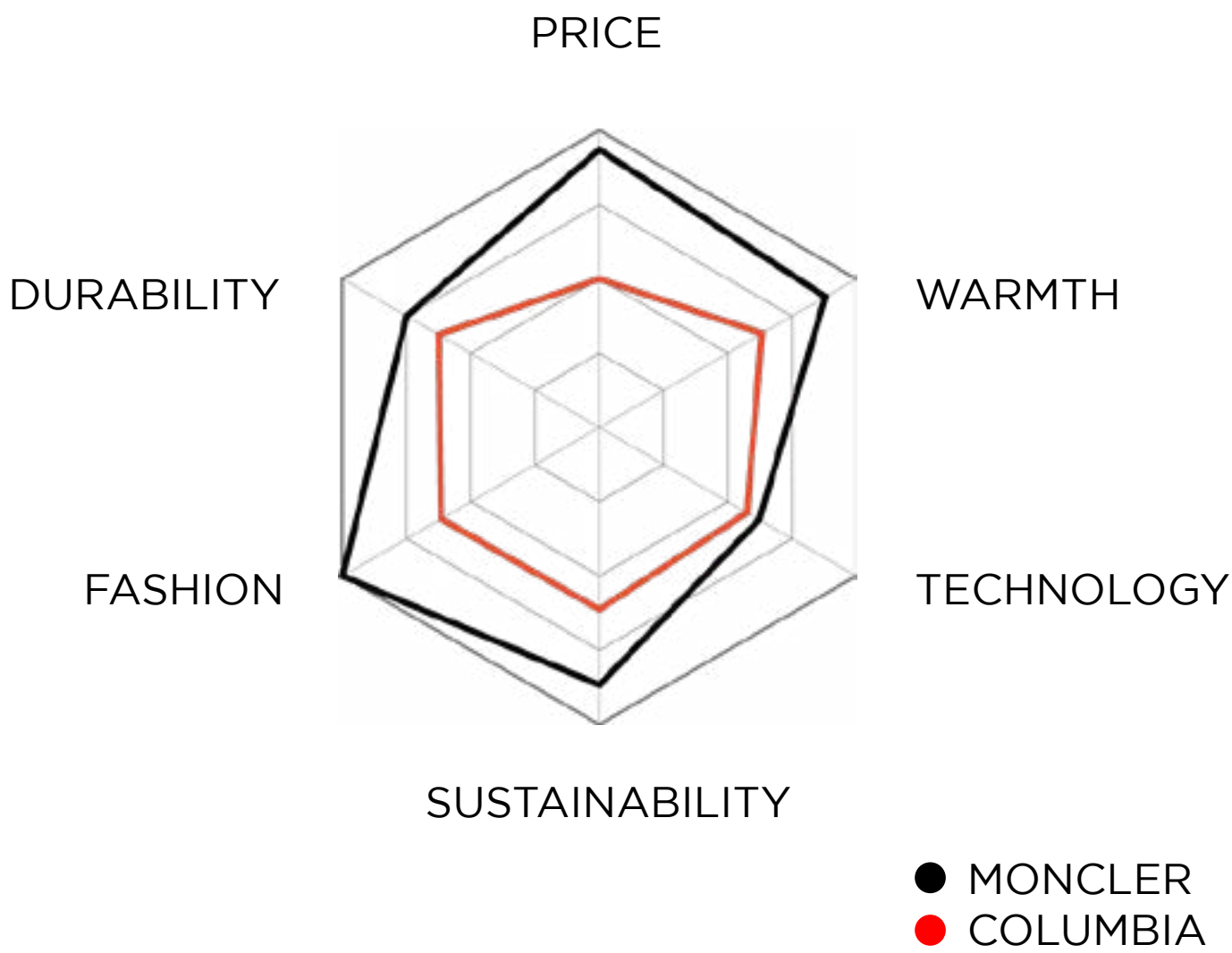
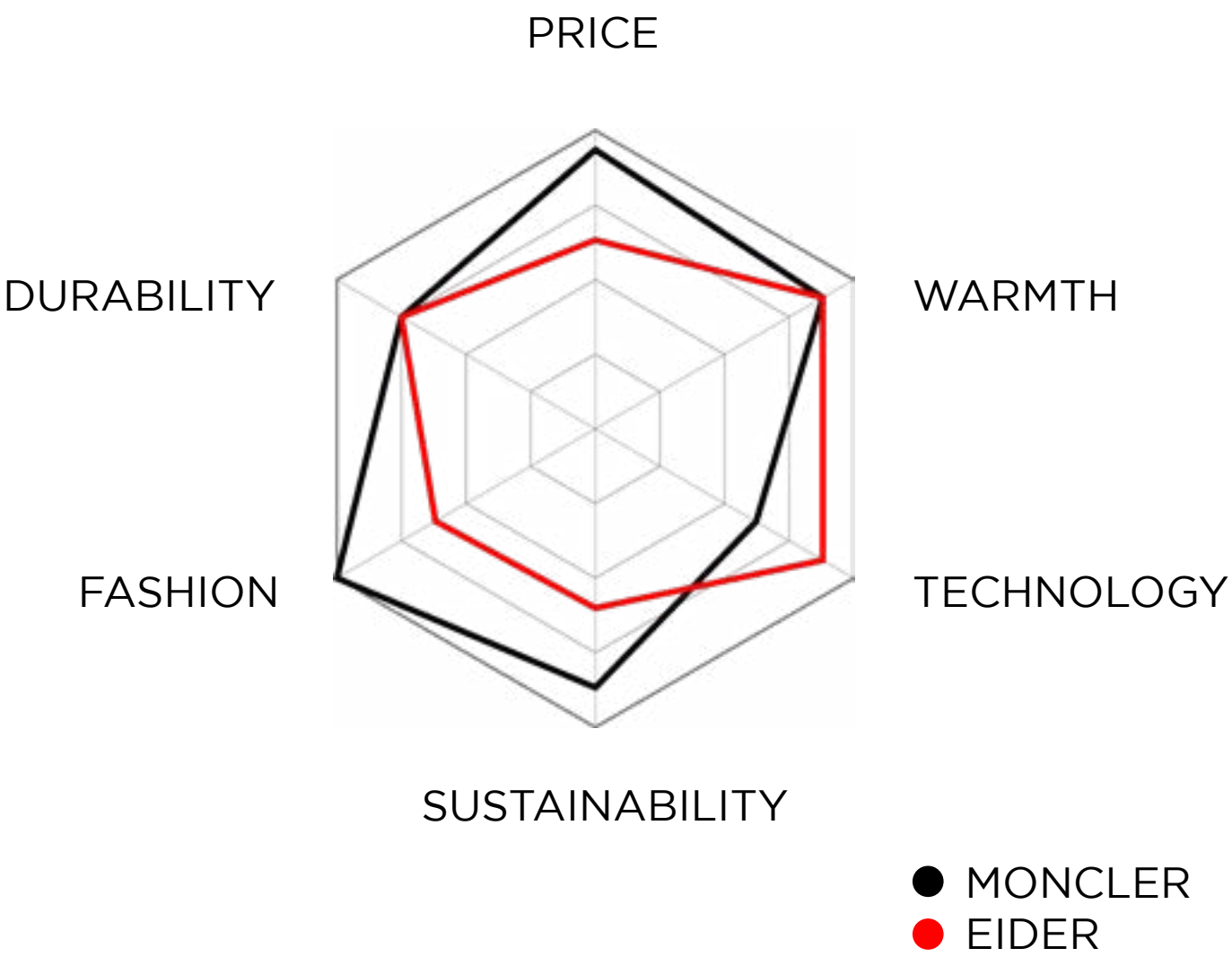
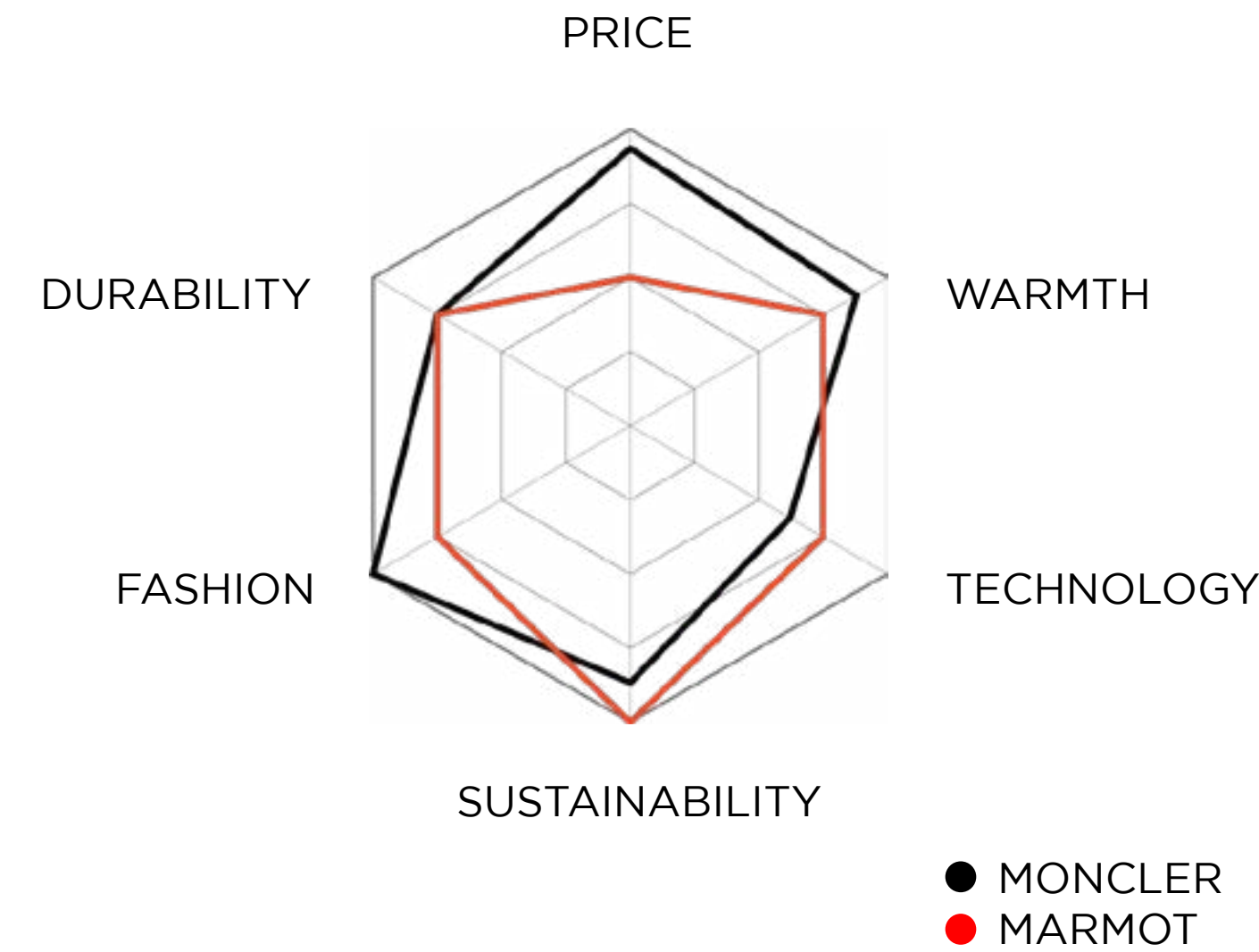


The North Face's lined half-circle blends into Gucci's signature green and red stripe.



MONCLER

ENTRY LEVEL



THANK YOU