



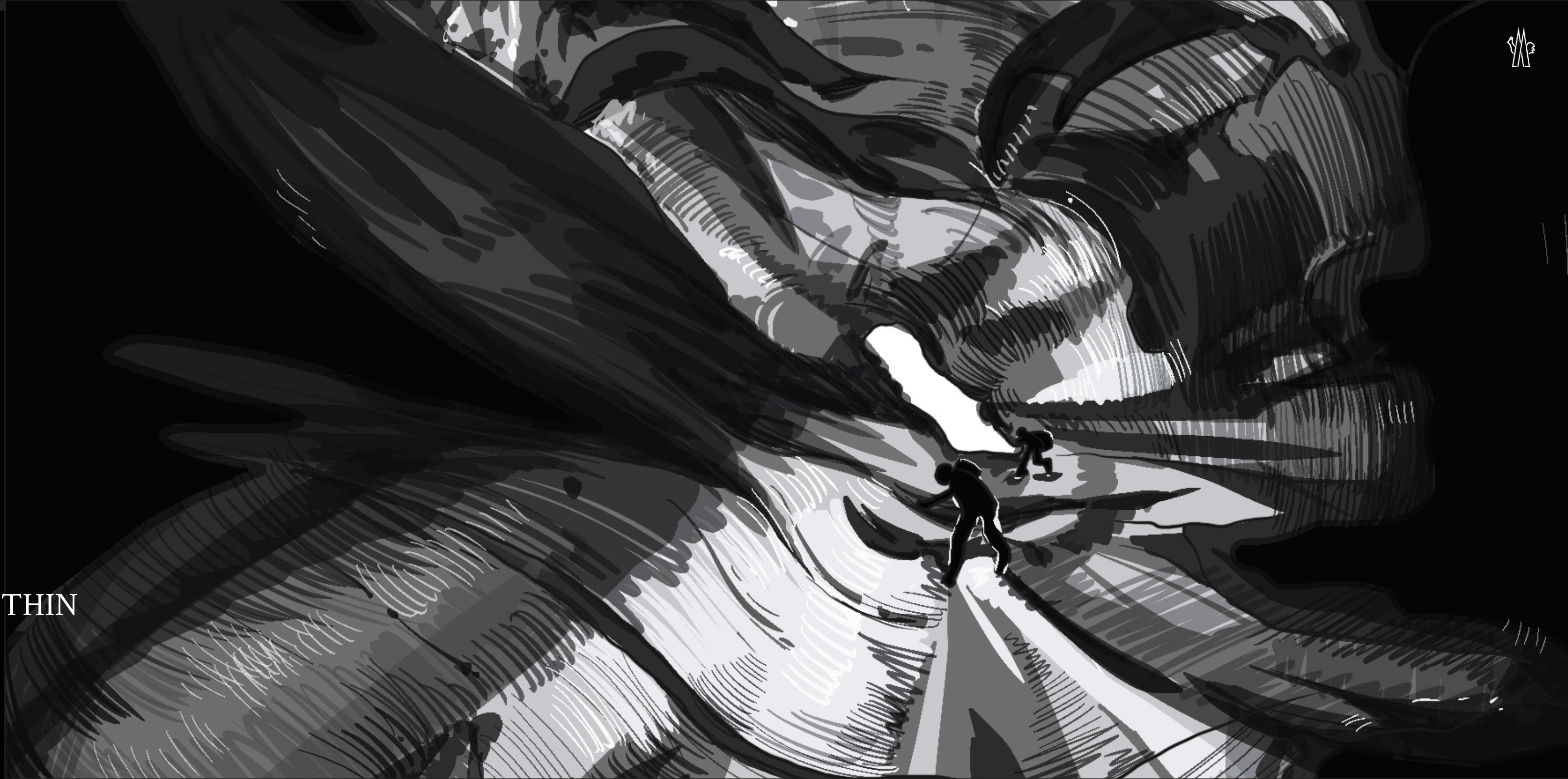
by
Caio Nery Machado Pasqualini Prado
Duru Ates
Katharina Johanna Charlotte Gieselberg
Teng Dong

for
Retail & Visual Merchandising/Fashion
Buying/Digital Communication

27/01/2022

PUSH FOR HIGHER PEAKS
BRING OTHER VOICES IN
EMBRACE CRAZY
KEEP WARM
PLAN BEYOND TOMORROW

EMBRACE EXTRAORDINARY AND DISCOVER THE GENIUS WITHIN





MONCLER FAMILY



MONCLER FAMILY

name

mon-cler fam-ily | moncler fæm(ə)l_I

name

1: Moncler Family is a plan, to regain the warm and relatable language in every perspective and channel of the brand, while highly respecting and being directed by Moncler's language, brand values, history and direct categorized opinions from the customer & the target.



**KEEP
WARM**



REPAIRMANSHIP

CARE



MONCLER FAMILY

PERSONALISATION

SUPPORT TO
BE YOURSELF



CUSTOMISATION

PERSONAL
ATTENTION



01 CONNECTION

02 EXPERIENCES

03 CARE

04 INNOVATION

05 AUTHENTICITY

06 HERITAGE





"I LIKE TO SHARE ON SOCIAL MEDIA, BUT I WANNA SHARE THE REAL EXPERIENCES I HAVE."

FOCUSED ON
GEN Z AND YOUNG MILLENNIALS,
CREATED FOR EVERYONE.

PEOPLE WHO ARE
KEEN ON GET ALONGS
WITH THEIR FAMILIES¹

PEOPLE THAT ENJOY
GROUP ACTIVITIES.

CREATIVE PEOPLE
THAT LIKES TO
EXPRESS THEMSELVES.

1. Family- def: People you love and have a connection



MONCLER GALLERIA



REPAIRMANSHIP

01 TAILOR WORKSHOP
STORE WINDOW

02 IN STORE TAILOR
+
TAILOR WORK STATION

**A SIMPLE, RELATABLE, SMALL WORKSHOP,
IN THE MIDDLE OF GALLERIA,
WITH THE QUALITY OF MONCLER**

TAILOR WORKSHOP WINDOW DISPLAY

FOR THE LAUNCH OF MONCLER FAMILY



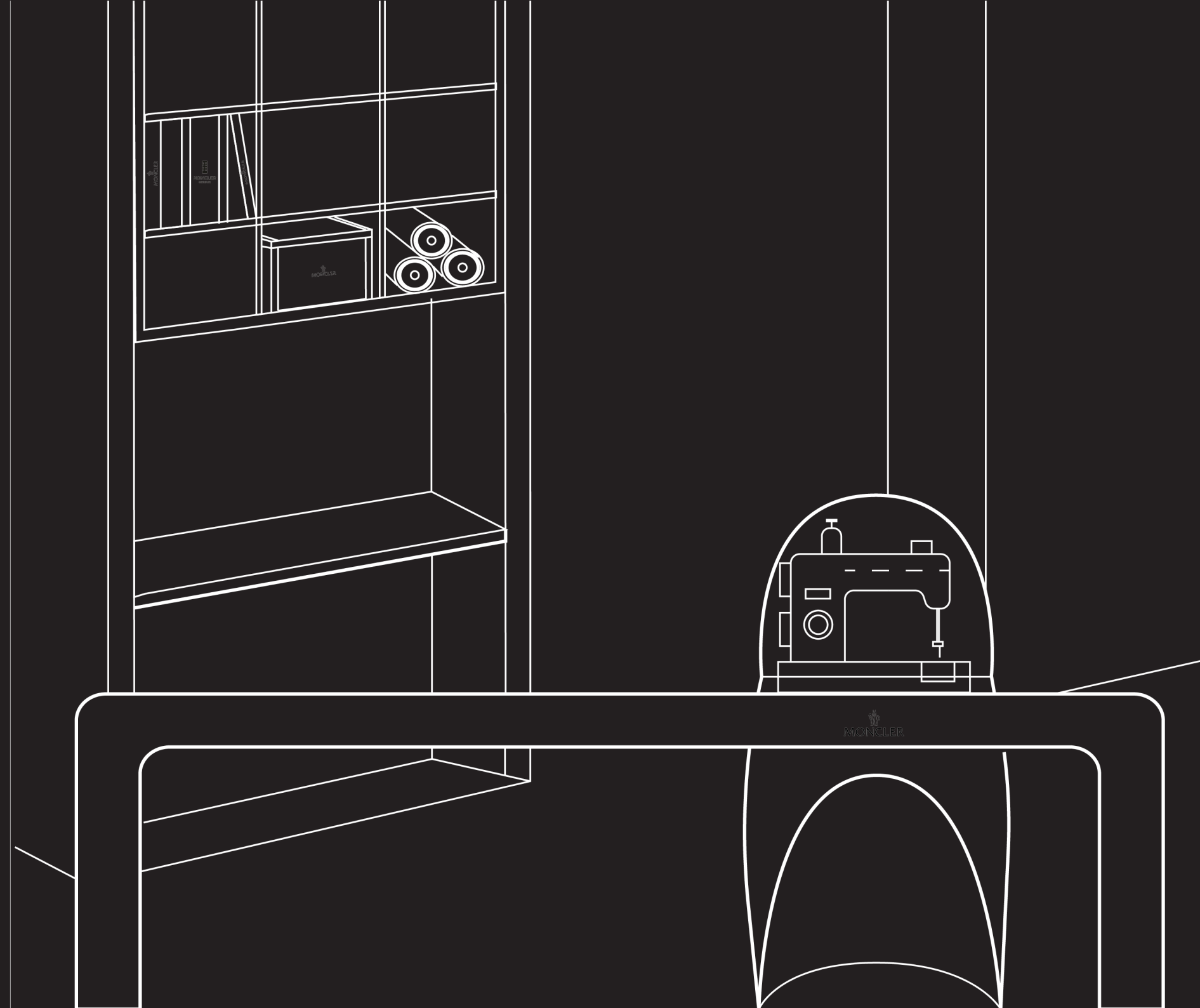
**THE WINDOW DISPLAY HAS A
RELATABLE SETTING
TO GIVE THE WARMTH
ON THE FIRST GLANCE**

CRAFTSMANSHIP IN BRANDING





**DEPTH & PERSPECTIVE W/
MONOCHROME**



MINIMAL DESIGN

**TAILOR WORKSHOP
WINDOW DISPLAY**



IN STORE TAILOR & WORKSHOP

IN STORE TAILOR

FOR REPAIRMENT ADVICE

TAILOR WORKSHOP

**FOR BASIC REPAIRING
SERVICES**



IN- STORE TAILOR WORKSHOP



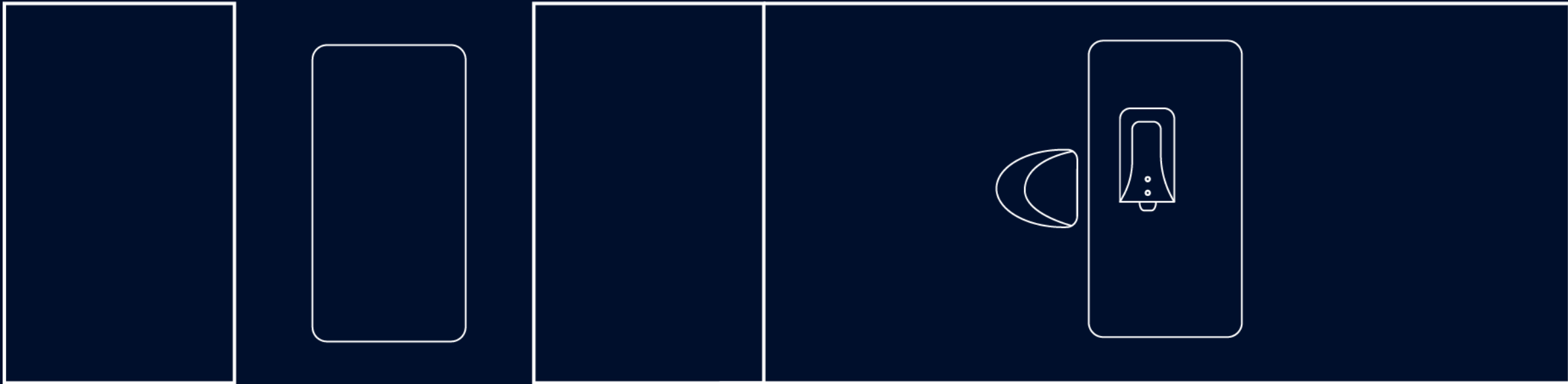
ATTRACTION

CARE IN BRANDING

QUICK REPAIRMENT OPTION FOR THE CLIENTS

TRUSTABILITY OF CRAFTSMANSHIP IN ADVICE

TAILOR WORKSHOP
FLOOR PLAN



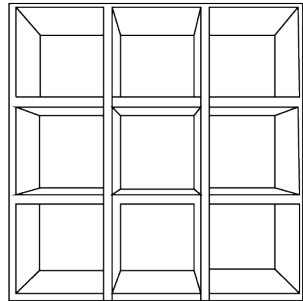
DISPLAY

ADVISE DESK

MATERIALS SHELF
EMBEDDED DESK

SEWING
WORKSHOP

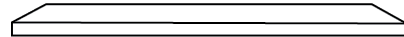
TAILOR WORKSHOP
CONTENTS



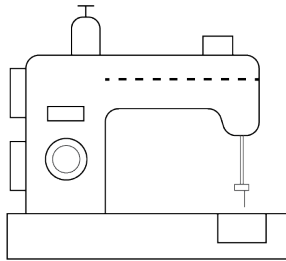
3X3 CUBIC
SHELF



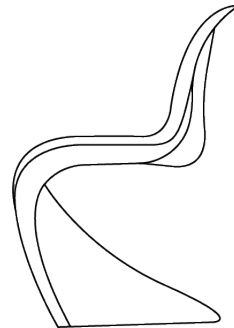
LEGGED
DESK



EMBEDDED
DESK



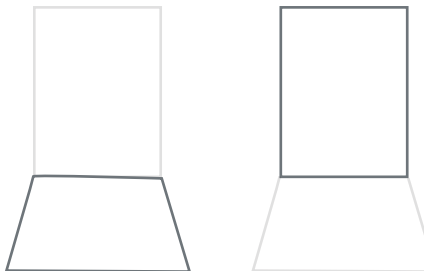
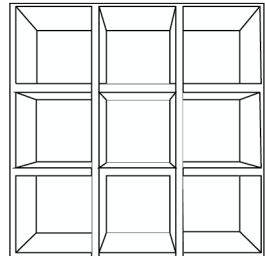

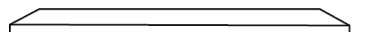
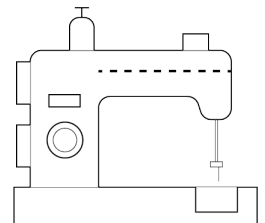
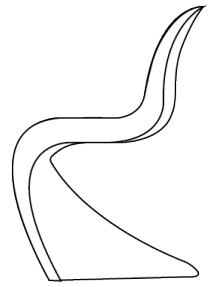
SEWING
MACHINE



CURVED
CHAIR



TAILOR WORKSHOP
FINISHINGS

					
WHITE PAINT+ EPOXY COATING	SOFTLY VEINED WHITE QUARTZ	SOFTLY VEINED WHITE QUARTZ	SOFTLY VEINED WHITE QUARTZ	WHITE GLOSSY FINISH	SOFTLY VEINED WHITE QUARTZ



THE BUYING PLAN

CAPSULE COLLECTION

PRODUCTS THAT ALLOW EXPRESSION
14 PIECES RTW
FOR SELF DISCOVERY THROUGH BRAND



CAPSULE BUYING PLAN

BUDGET BY CATEGORY

TOTAL BUDGET: 50,000 €

ACCESSORIES

10.0%

PERSONALISATION KIT

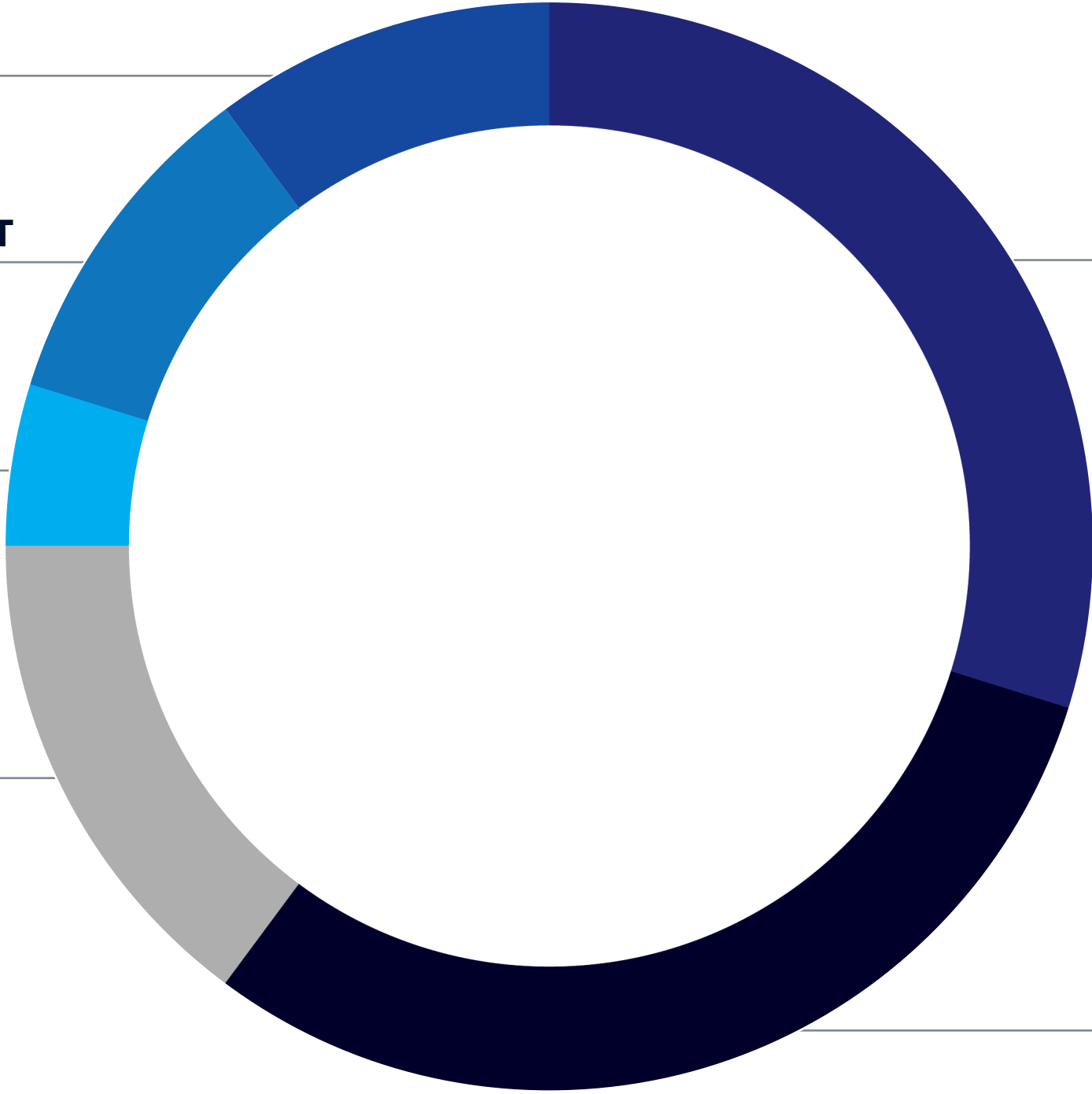
10.0%

DOGWEAR

5.0%

KIDS

15.0%



WOMEN

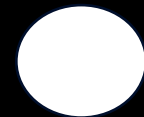
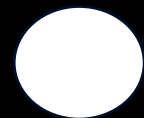
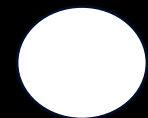
30.0%

MEN

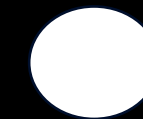
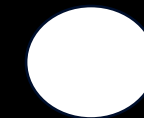
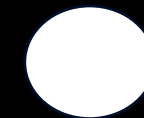
30.0%



WOMEN

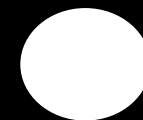
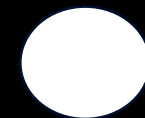
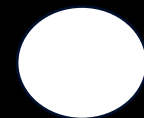


MEN





KIDS



DOGWEAR



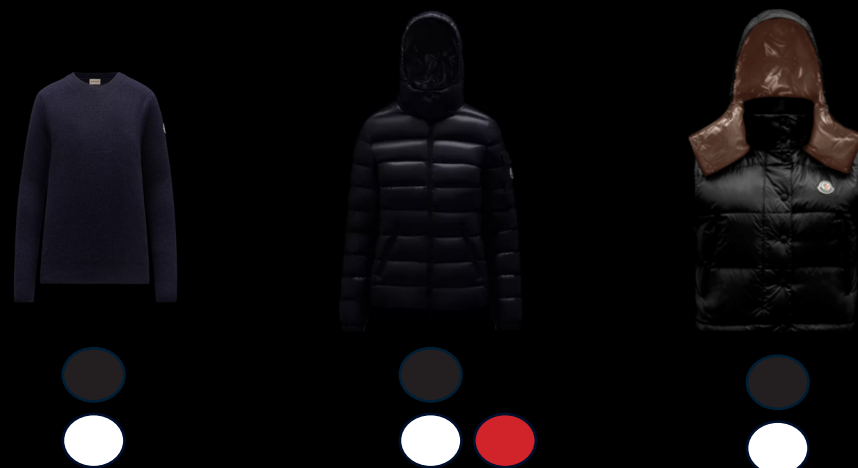
ACCESSORIES



SELECTED PRODUCTS

CAPSULE BUYING PLAN

WOMEN



KIDS



ACCESSORIES

MENS



DOGWEAR



PERSONALISATION KITS





PERSONALISATION

**01 PERSONALISATION KITS
+
PATCHES**

**02 CREATIVITY ROOM
+
CAPSULE COLLECTION**

COMMUNITY

SELF EXPRESSION

COLLECTIBLE(-ITY)

PERSONALISATION KITS







PERSONALISATION KITS

SPECIAL LAUNCHES

WITH THE LAUNCH OF NEW CONCEPTS/ PRODUCTS/ COLLECTIONS



EARTH DAY

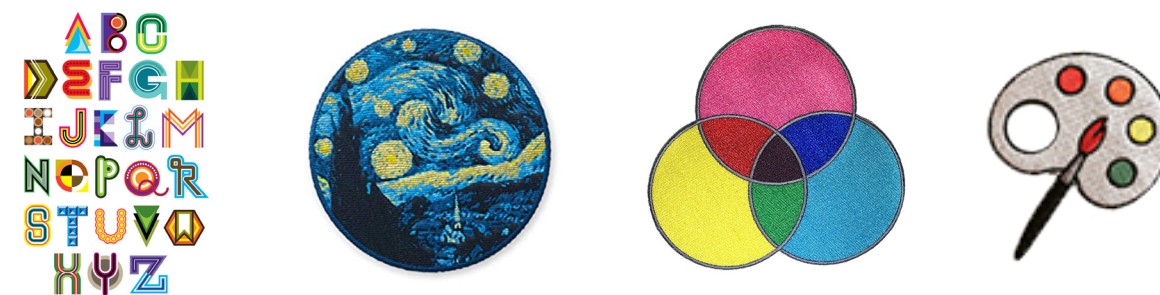


COLLABORATION WITH ARTISTS



David Shrigley M/M Paris Polina Parygina

WITH THE LAUNCH OF NEW CONCEPTS



PRIDE



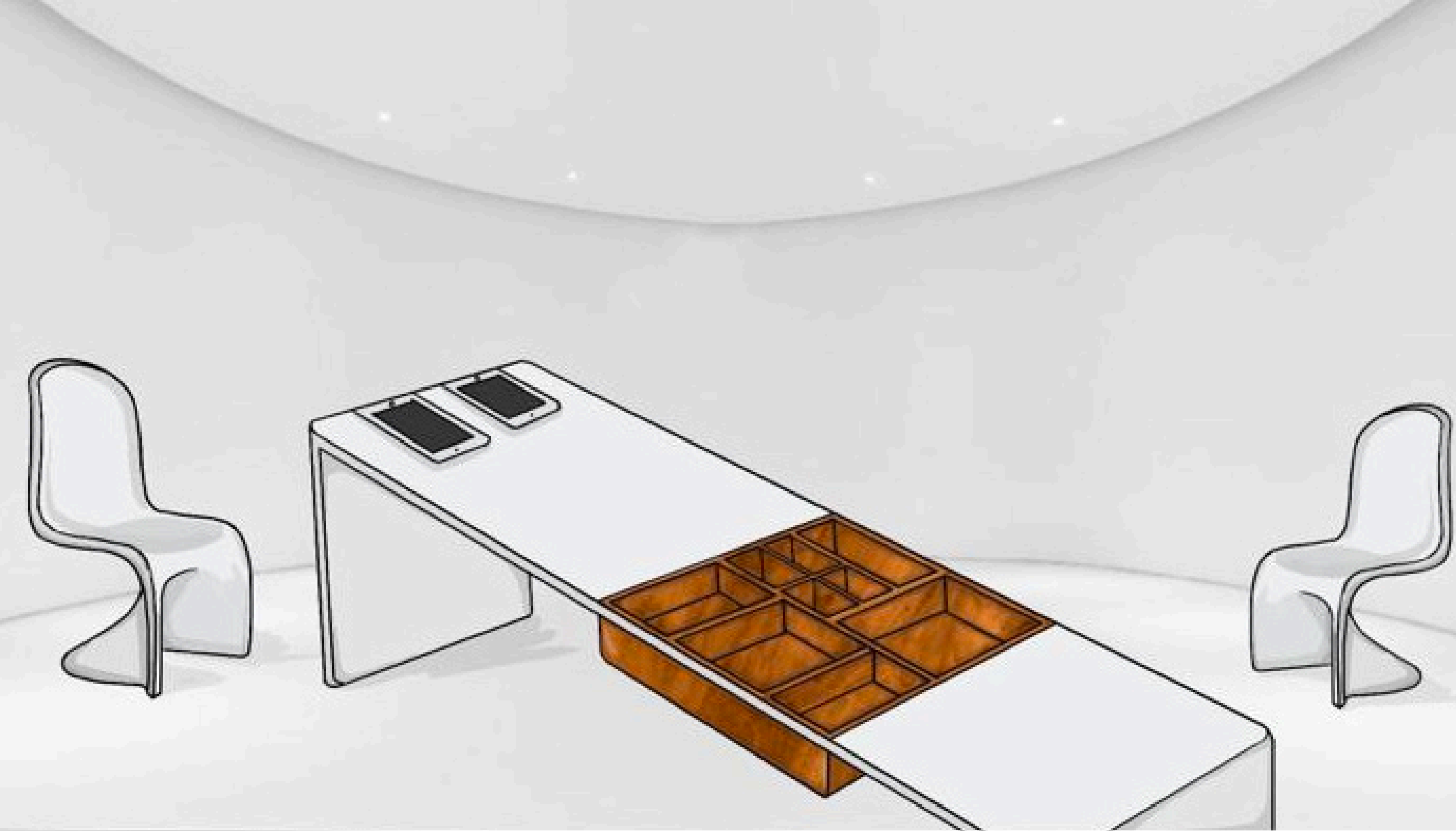
CREATIVITY ROOM

ALL WHITE TONES ROOM

CLEANABLE WALLS & FINISHINGS

TO SPEND TIME W/ FRIEND & FAMILY GROUPS
TO CELEBRATE SPECIAL DAYS
TO CREATE MEMORIES
TO PERSONALISE





CREATIVITY ROOM



PAINT - PATCH - DESIGN - PRINT

DIRECTLY
ON THE PRODUCT

TO BE SEWED
BY THE TAILOR

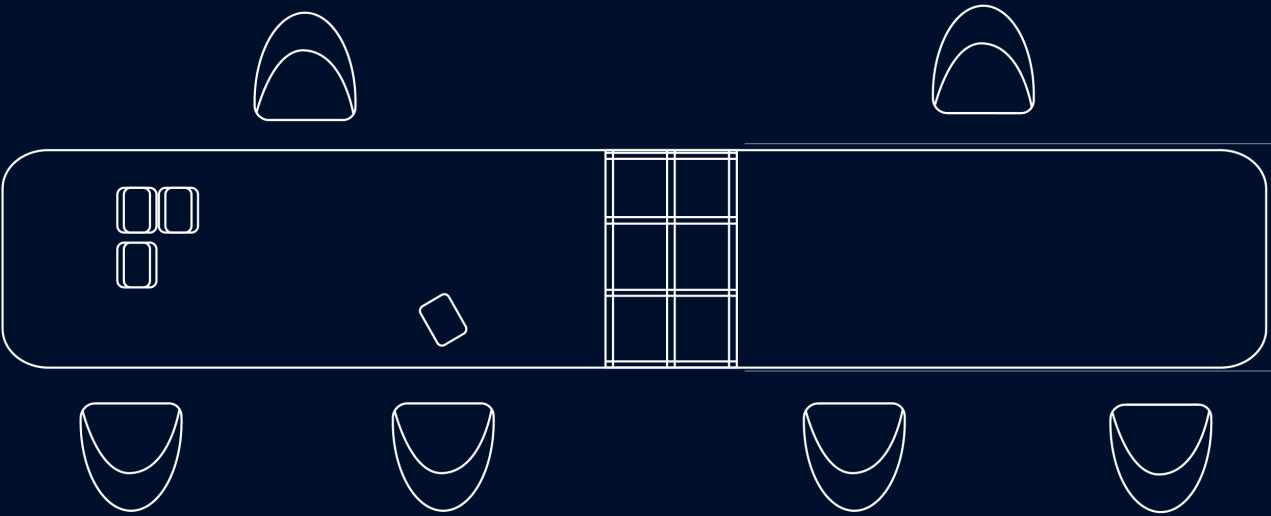
ON IPAD TO BE
PRINTED
AND
HANDED LATER

CHOOSE FROM
ARTISTS DESIGNS
TO BE PRINTED
AND
HANDED LATER



CREATIVITY ROOM
FLOOR PLAN

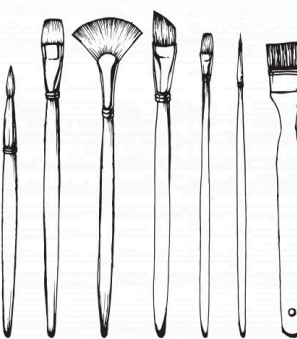
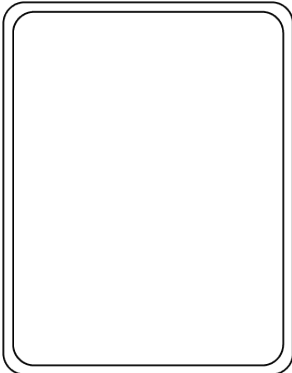
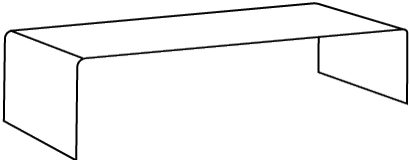
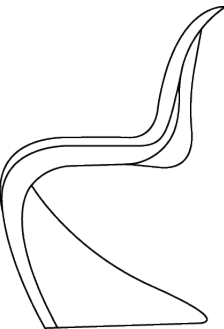
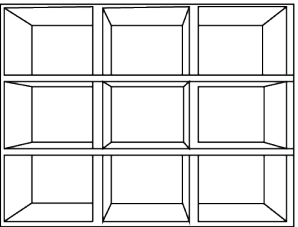
DESIGN
AREA



DESK
W/
IPADS +
PAINT
TOOLS

PATCH
AREA

CREATIVITY ROOM
CONTENTS



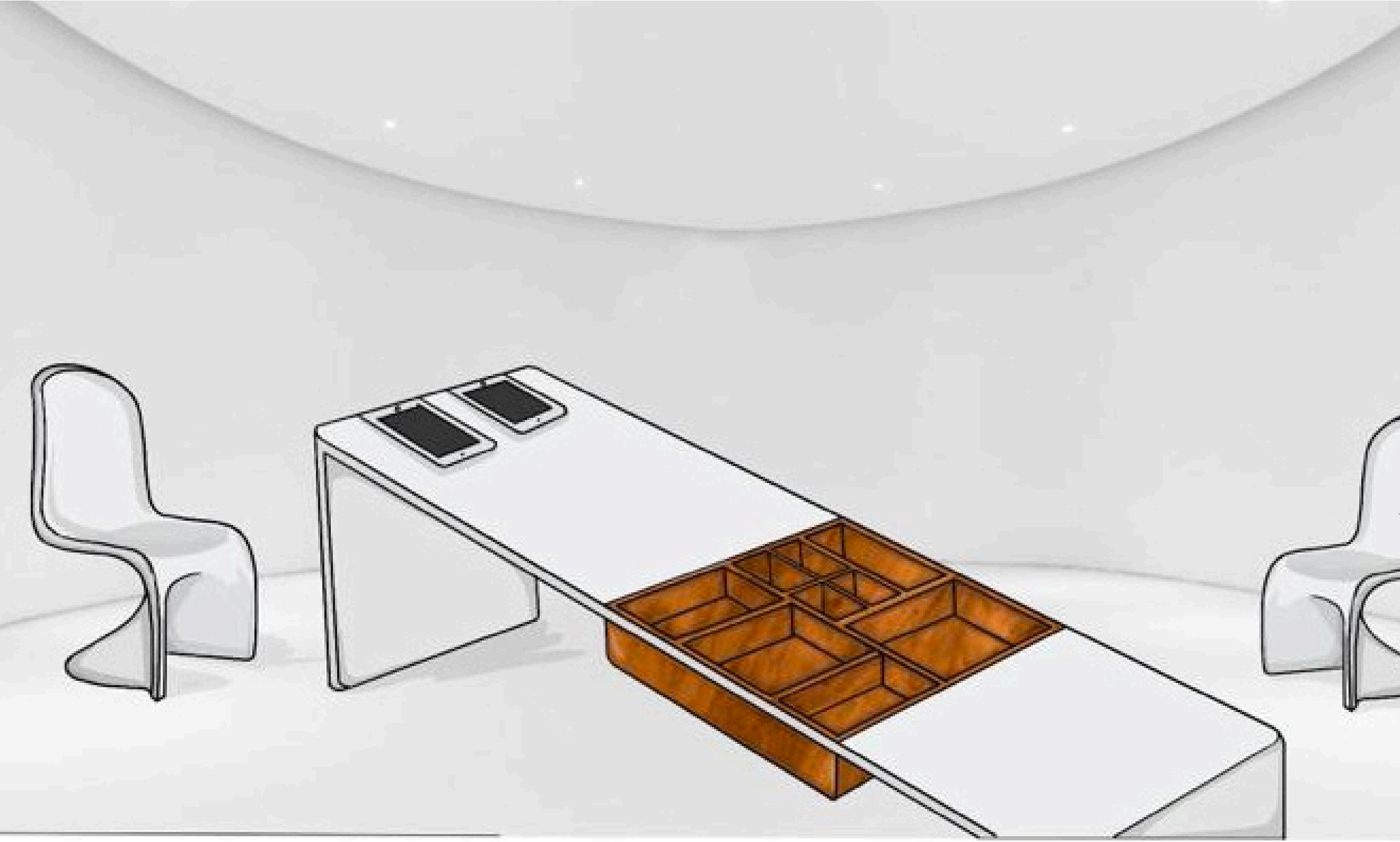
DIVIDER
FOR BRUSHES

CURVED
CHAIRS

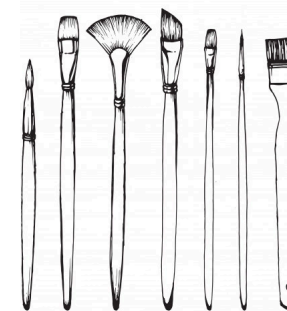
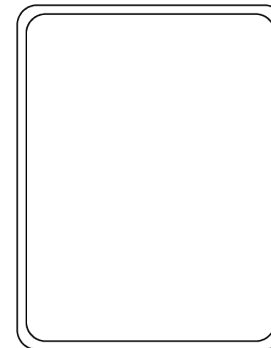
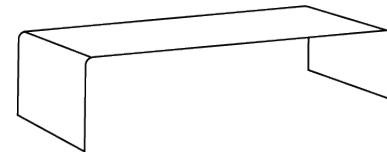
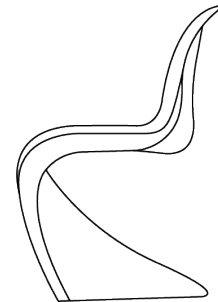
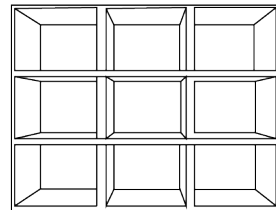
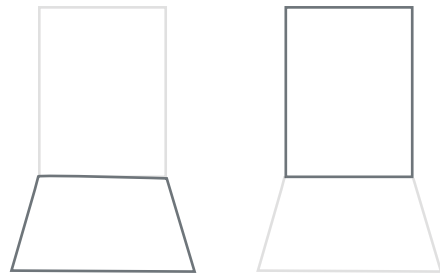
LONG
CURVED EDGE
TABLE

IPADS

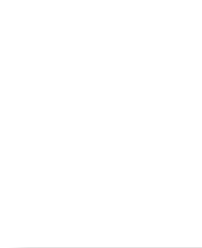
BRUSHES



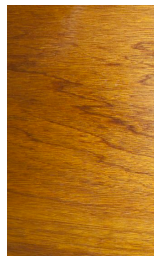
CREATIVITY ROOM
FINISHINGS



EPOXY COATING



GARDEN WALNUT
WOOD COLOUR



SOFTLY VEINED WHITE
QUARTZ



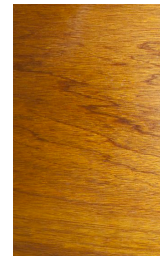
SOFTLY VEINED WHITE
QUARTZ



WHITE
COLOURED



GARDEN WALNUT
WOOD COLOUR



CUSTOMISATION

01 "WE KNOW YOU,
PERSONALLY"

02 DEEPER CONNECTIONS WITH
CELEBRITIES AND LOYAL
CUSTOMERS



CUSTOMISATION CONCEPT

GOAL:

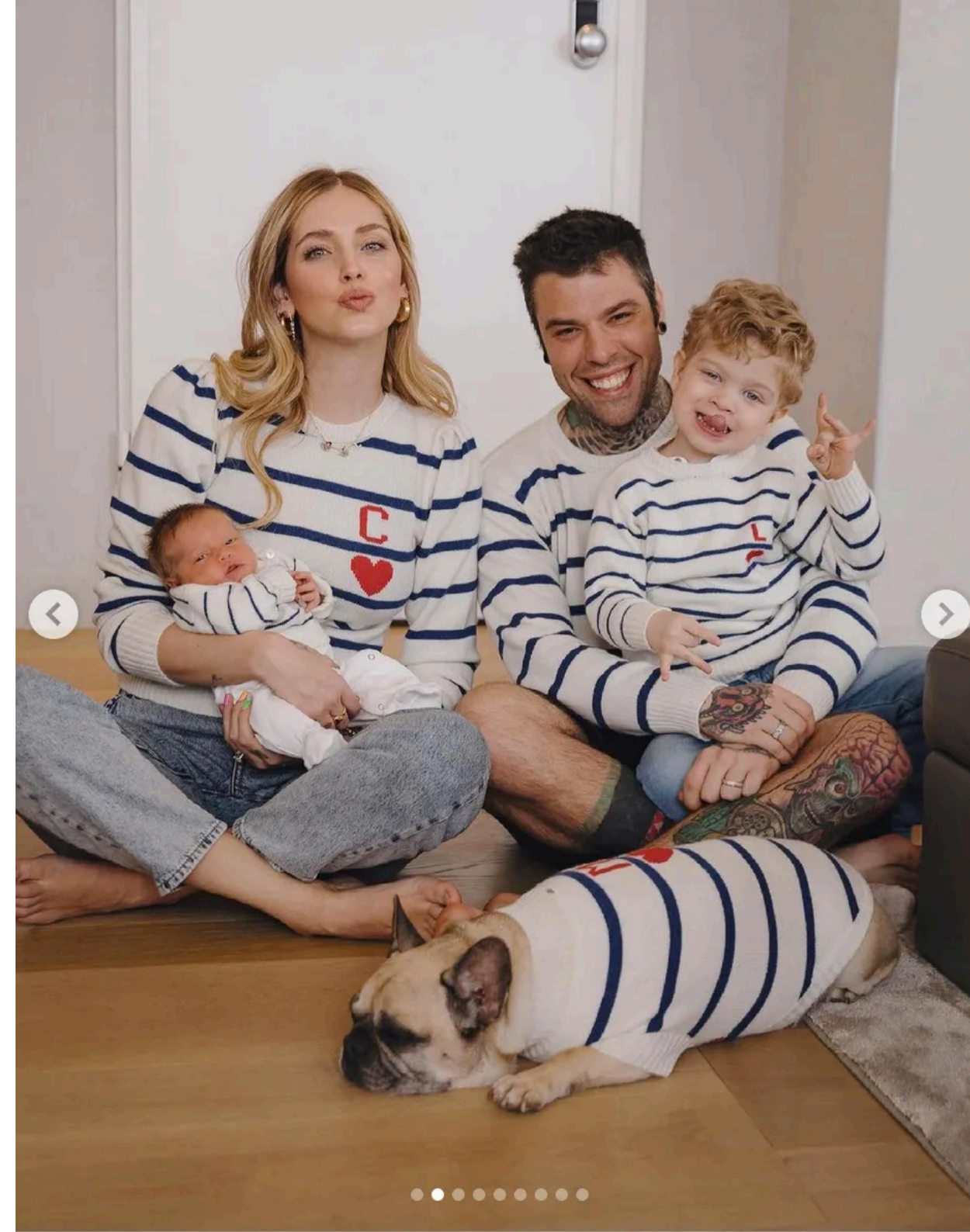
**TO HAVE A CLOSER,
WARMER LANGUAGE
WITH HIGH CLASS USERS**

“MONCLER CREATED THIS, FOR YOU.”

TO BE AWARE OF “THEM”

AS PEOPLE BUT NOT PERSONAS

KNOWING THEIR LIKES, LOVED ONES, PASSIONS,
FAVORITE NUMBERS, BIRTH PLACE, OPINIONS,
AND ALL THE OTHER **WISH-TO-BE-EXPRESSED**
TOPICS



CHIARA FERRAGNI

BORN IN CREMONA

IMPORTANCE OF ‘THE BLONDE SALAD’

SOCIAL ACTIVIST

DEEP CONNECTION W/ HER DOG MATILDA

FASHIONISTA

LOVES MIX & MATCH W/ HARMONY

FEDEZ

HIS NAME IS FEDERICO LEONARDO LUCIA

FAV. MEAL IS SUSHI W/ SALMON

FAV. SHOW IS MUPPETS

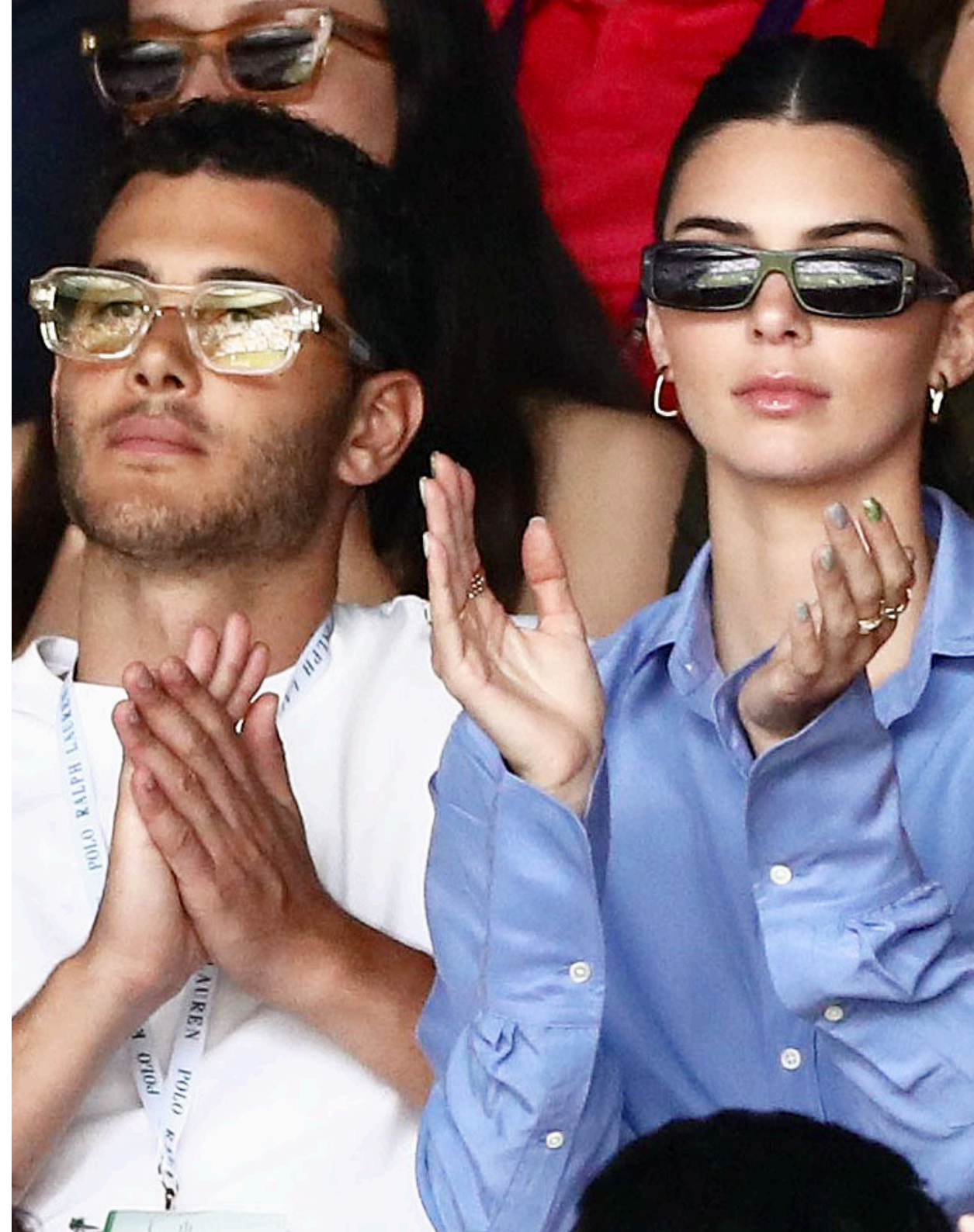
DREMED OF BEING A BASKETBALL PLAYER



TO BE AWARE OF “THEM”

AS PEOPLE BUT NOT PERSONAS

KNOWING THEIR LIKES, LOVED ONES, PASSIONS,
FAVORITE NUMBERS, BIRTH PLACE, OPINIONS,
AND ALL THE OTHER **WISH-TO-BE-EXPRESSED**
TOPICS



KENDALL

WAS A CHEERLEADER
ADORES BEYONCE
WHEN YOUNG SPELLED SWIMMING AS
‘S-M-I-W-W-I-N-G’ IN SPELLING BEE
LIKES TO DRINK TEQUILA W/ FAI WHILE
WATCHING FRIENDS

FAI

BORN IN LOS ANGELES, RAISED IN DUBAI
SEES HIMSELF AS “A TEXTBOOK VIRGO”
HE’S INTO SCULPTURE
‘WE ARE NOT DATING HE’S JUST MY DATE’





CUSTOMISATION
MANY FAMILIES TO ENTER



AMI & AYA AMIAYA
SIBLINGS

IDENTICAL TWINS,
ALWAYS SHOW UP
TOGETHER AND
MATCH THEIR
CLOTHES



**CHANNING
TATUM & ZOË KRAVITZ**
COUPLE

HE'S A TRUE
FEMINIST AND THEY
SHARE THIS VALUE
TOGETHER



**KIWI LEE HAN &
JUN CHIU**
COUPLE

LOVE TO BE ELEGANT
YET RECKLESS IN
THEIR STYLE WHILE
HARMONIOUSLY
MATCHING



**A\$AP ROCKY &
TYLER, THE CREATOR**
BEST FRIENDS

WANG\$AP IS WHAT
THEY NAME THE
PROJECTS BETWEEN
THE PAIR



SMITH FAMILY
FAMILY

WILL & JADA SMITH
WITH THEIR KIDS ARE
REALLY INTO FAMILY
GAME NIGHTS



**PAOLA & PAMELA
AMEYIBOR**
SIBLINGS

THEIR PASSION THAT
DRIVES THEM TO
SUCCESS IS TO DJ
TOGETHER



**ILARY BLASI &
FRANCESCO TOTTI**
MARRIED W/ 3 KIDS

WHEN SEVEN, HIS
FATHER GOT TICKETS,
AND HE FINALLY
GOT TO SEE I LUPI,
THE WOLVES, IN THE
STADIO OLIMPICO



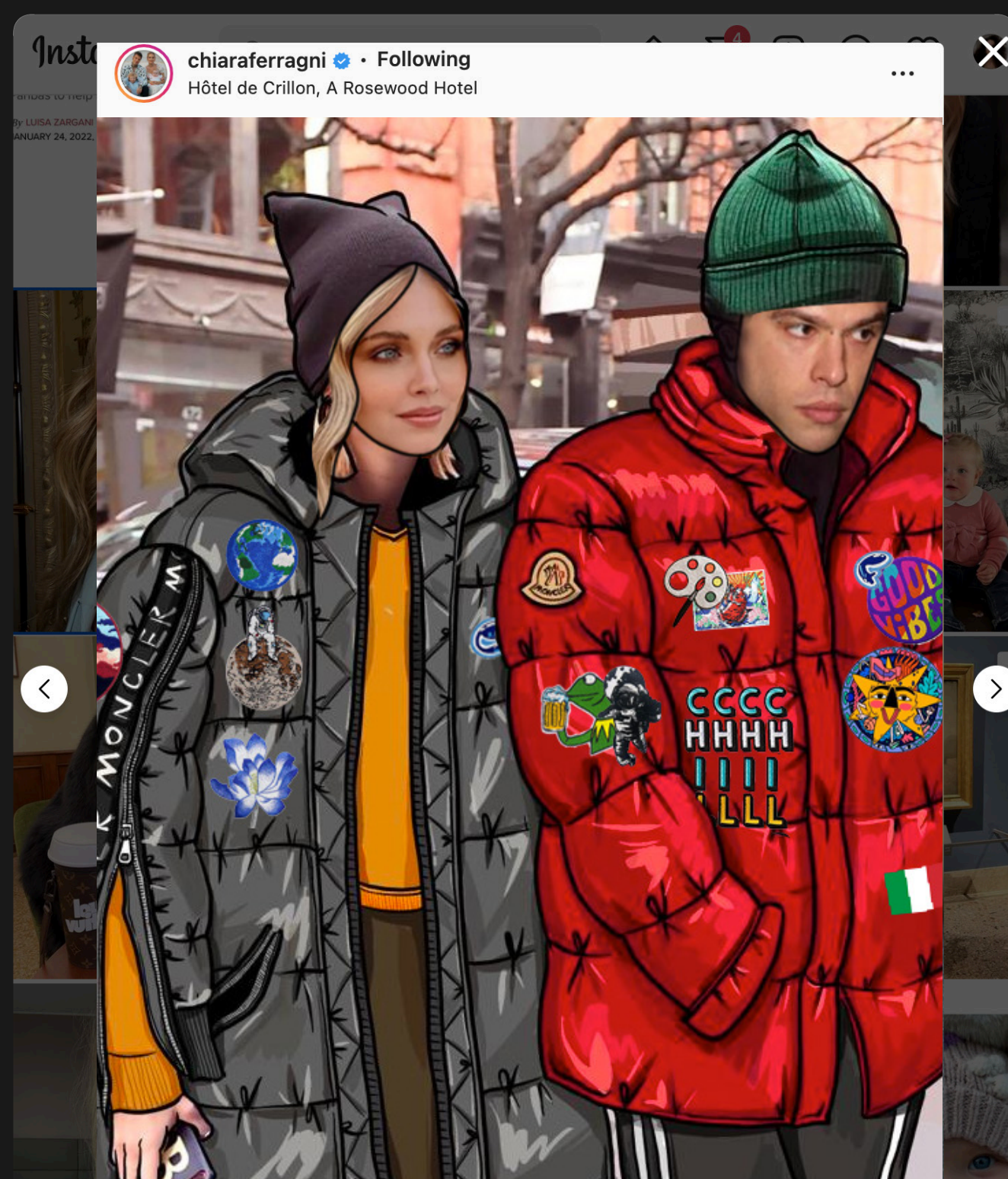
**ERNIA
& RKOMI**
BEST FRIENDS

THEY COLLABRATE
AND WRITE SONGS
TOGETHER WHEN
DRINKING A CERTAIN
LIQUOR



**CHIARA FERRAGNI &
HER FRIEND GROUP**
FRIEND GROUP

WITH 8 CONSTANT
AND MORE IF
INVITED, CHIARA
AND HER FRIENDS
LIKE TO PERSONALISE
& MATCH DURING
TRAVEL



BRAND FOR THE VOICE

ADAPTING TO EXPRESSION
BUT PRODUCING QUALITY

BEING THE LANGUAGE OF
LOVE, FRIENDSHIPS AND
FAMILY

VOGUE

Best Friends
Kendall Jenner &
Fai Importance on
Environmental Awareness
with Moncler's New
FW23 Collection

This week, Kendall Jenner and Fai Khadra showed their attention on Environmental Awareness with Moncler's New FW Collection, through patches and hand drawn, by Teng Dong, art pieces on the back of their jackets. It is believed that Kendall is doing some back stage changes on the business model her current brand is following, in order to not just be on track with the developments, but to be a headstarter.

Environmental awareness is to understand the fragility of our environment and the importance of its protection. Promoting environmental awareness is an easy way to become an environmental steward and participate in creating a brighter future. It's an incredibly important part of our lives. In order to protect the sustainability of the planet, everyone needs to commit to becoming more environmentally aware. ... Environmental degradation is detrimental and is jeopardising the long-term health and security of animals, plants and





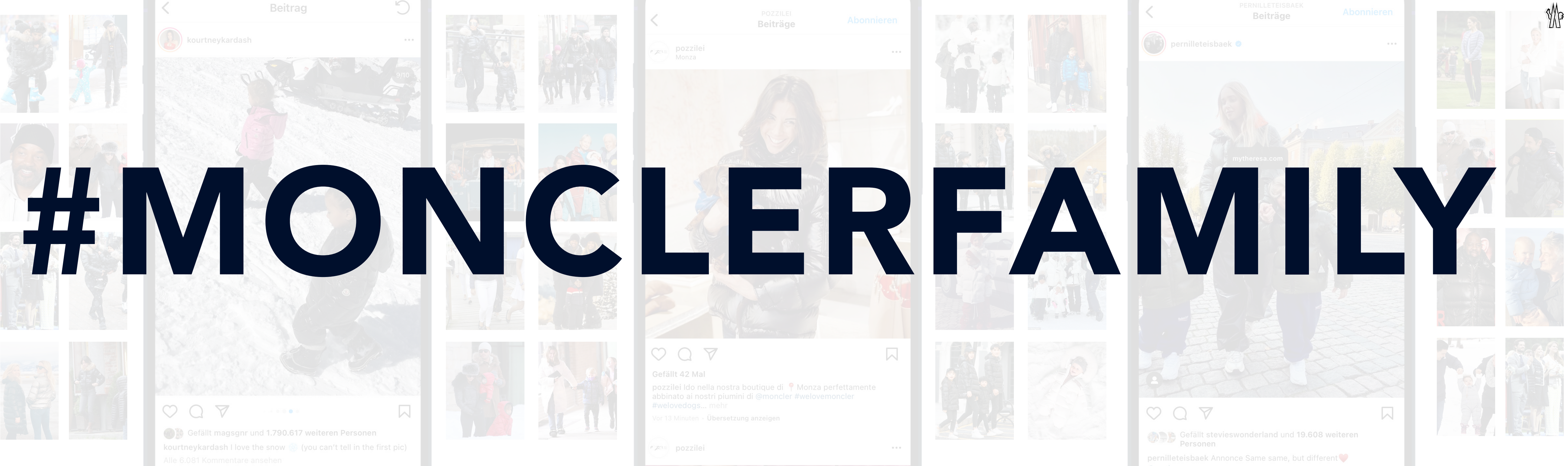
COMMUNICATIONS

01 EDITORIAL PLAN

03 DIGITAL STOPS

**02 SOCIAL MEDIA
COMMUNICATIONS**

04 NFT&DIGITAL FASHION



#MONCLERFAMILY

Beitrag

kourtneykardash

9/10

Gefällt magsgnr und 1.790.617 weiteren Personen

kourtneykardash I love the snow ❄️ (you can't tell in the first pic)

Alle 6.081 Kommentare ansehen

19:08

POZZILEI Beiträge Abonnieren

pozzilei Monza

Gefällt 42 Mal

pozzilei Ido nella nostra boutique di 📍 Monza perfettamente abbinato ai nostri piumini di @moncler #welovedogs... mehr

Vor 13 Minuten · Übersetzung anzeigen

pozzilei

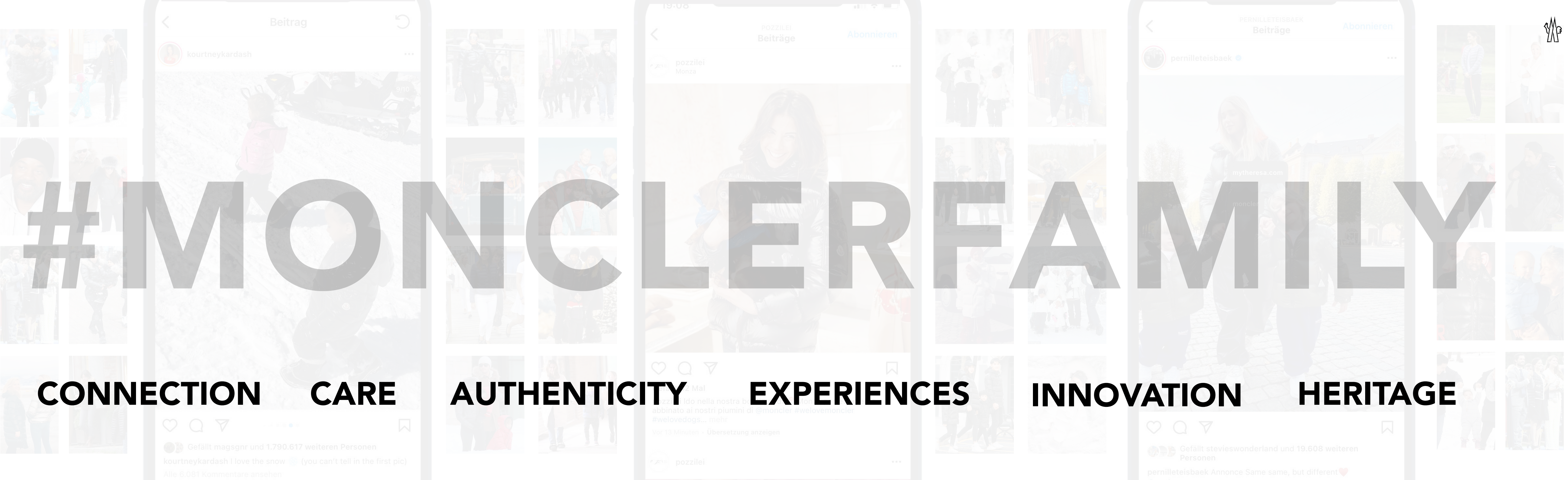
PERNILLETEISBAEK Beiträge Abonnieren

pernilleteisbaek

mytheresa.com

Gefällt stevieswonderland und 19.608 weiteren Personen

pernilleteisbaek Annonce Same same, but different ❤️



#MONCLER FAMILY

CONNECTION

CARE

AUTHENTICITY

EXPERIENCES

INNOVATION

HERITAGE



Moncler Month							
day		Instagram	Story	Live	spotify	store	context
-5		archive all posts	set reminder				Announcement of MonclerMonth to regain the warmth, sharing a connection and engage with its customer
01-nov	Tuesday	x	x	kick-off			Personal message from Remo Ruffini - where we are, what we want to chance
02-nov	Wednesday	x	x				Moncler History
03-nov	Thursday	x	x				Iconic Jacket
04-nov	Friday	x	x	x		x	repairman ship launch in Milan
05-nov	Saturday	x	x			x	CTA repairman ship - open for bookings
06-nov	Sunday	x	x				Interview with Remo Ruffini about his brand values
07-nov	Monday	x	x		x		CTA Spotify open winter playlist
08-nov	Tuesday	x	x	x		x	Painting room launch in Milan with artists
09-nov	Wednesday	x	x			x	Jacket repairment before - after
10-nov	Thursday	x	x				CTA What means family to you?
11-nov	Friday	x	x	x		x	digital stops in Milan
12-nov	Saturday	x	x				CTA personalization via painting room - open for bookings
13-nov	Sunday	x	x				Interview with Chiarra Ferragni about the italian heritage and what Moncler means for Italy
14-nov	Monday	x	x		x		Spotify after ski playlist
15-nov	Tuesday	x	x	x			CTA Painting room winners
16-nov	Wednesday	x	x				Jacket repairment before - after
17-nov	Thursday	x	x			x	We are looking for the oldest Moncler jacket owned by a customer
18-nov	Friday	x	x	x		x	snow globe launch - opening event in Milan
19-nov	Saturday	x	x	x		x	snow globe launch - open for the public
20-nov	Sunday	x	x				CTA Q+A with the company
21-nov	Monday	x	x		x		CTA Spotify store playlist
22-nov	Tuesday	x	x				CTA snow globe painting session with people who won a challenge
23-nov	Wednesday	x	x				Jacket repairment before - after
24-nov	Thursday	x	x				CTA win tickets for Inter
25-nov	Friday	x	x	x		x	NFT Launch of special collection - first acess in the store
26-nov	Saturday	x	x	x			NFT Launch of special collection - online
27-nov	Sunday	x	x				Interview with Tim Blanks about the future of Moncler
28-nov	Monday	x	x		x		CTA Spotify shared winter playlist
29-nov	Tuesday	x	x				Jacket repairment before - after
30-nov	Wednesday	x	x	x			EOM recap with Remo Ruffini - what we achieved, how we continue
							Milan first, other cities will follow including Aspen, St Moritz, Paris, Munich, Harbin, Beijing

CAREFULLY CONSTRUCTED
EDITORIAL PLAN

TO TRANSLATE THE WARM LANGUAGE
ONLINE, OFFLINE & PHYGITALLY

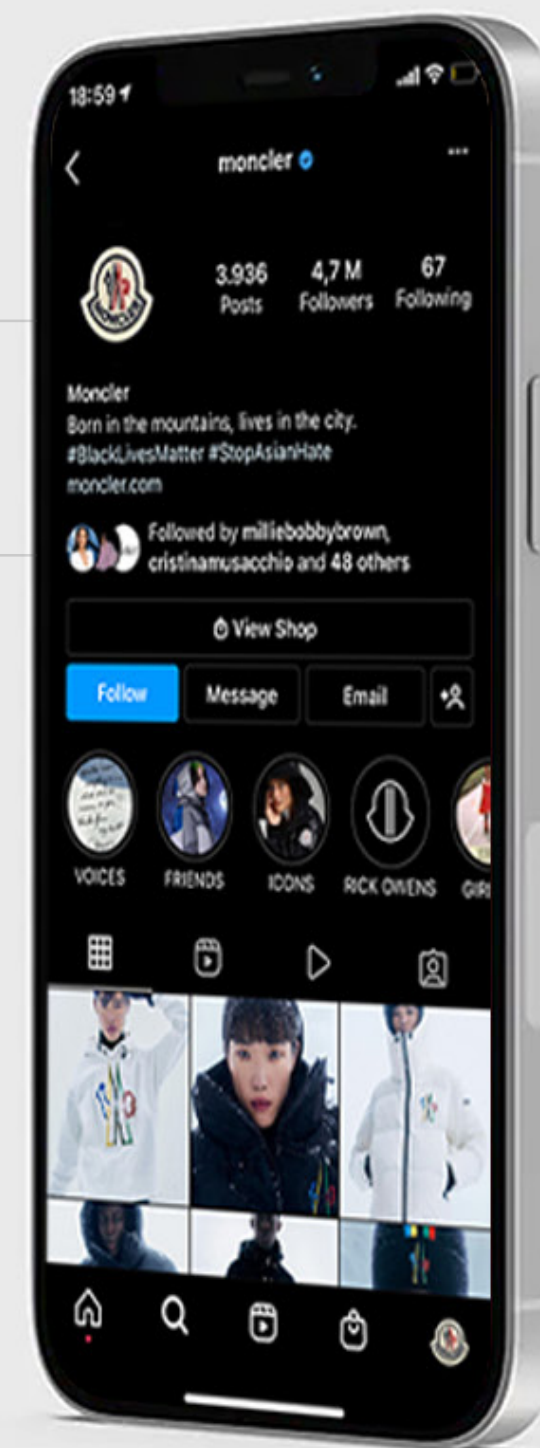
HOW WILL WE CONNECT IT ALL?

FOCUS ON INSTAGRAM

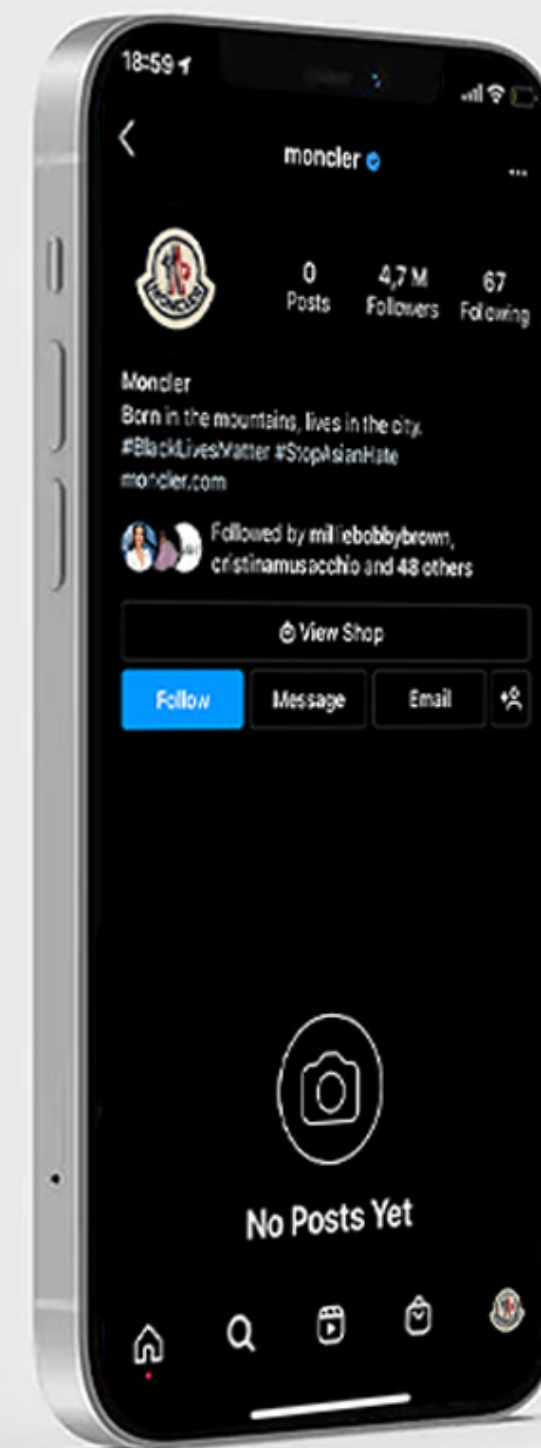
CLOSE ENGAGEMENT WITH
CUSTOMERS TO BE MORE
THAN JUST 'A BRAND'

**REFRESH WITH
A MINIMAL APPROACH & VARIATED CONTENT**

24.10.22



25.10.22





REPAIRMANSHIP

COMMUNICATE CRAFTMANSHIP & HERITAGE

70 YEARS OF QUALITY PRODUCTS
ALL AROUND THE WORLD

#MONCLERFAMILY

CFA

VINTAGE JACKETS/HERITAGE STORIES

REPAIRMANSHIP PROCESS



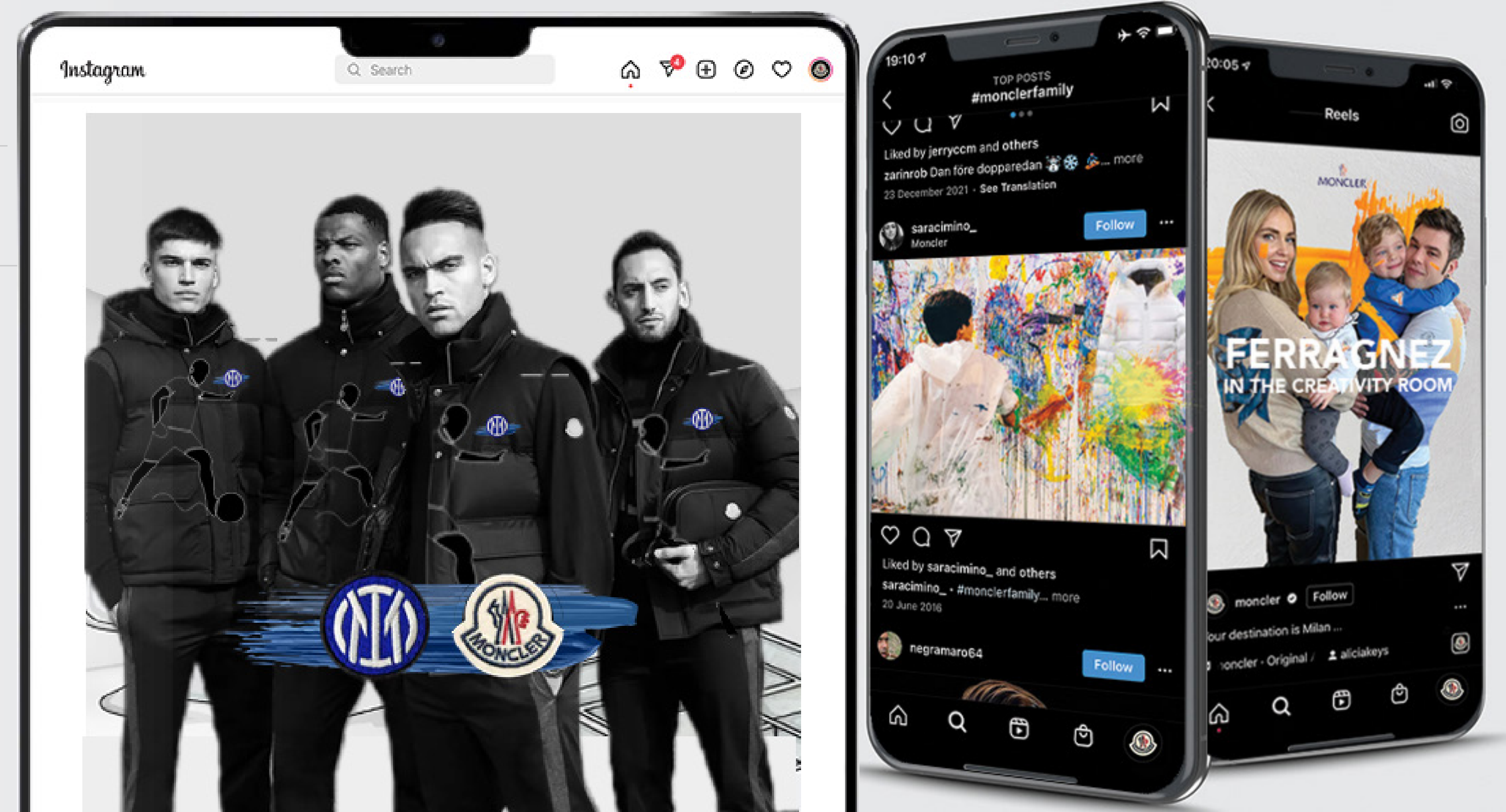
PERSONALISATION

RELATE THROUGH CELEBRITIES & INFLUENCERS

#MONCLERFAMILY

SUPPORT AUTHENTICITY

CREATE COMMUNITIES



NFT

**COLLABORATION WITH KYROS KYROS FOR THE VERY
FIRST MONCLER NFT**

**THE ULTIMATE
PERSONALISATION**

LIMITED

**THE NEW
COMMUNICATION**

**PERSONALISED JACKETS ALSO CAN BE
DEVELOPED IN NFT**

Kyros Kyros



PERSONALISATION PHYSICALLY
DIGITAL STOPS

PERSONALISATION SCREENS

SPREAD EVERYWHERE
THROUGHOUT THE CITY:



TOUCH SCREENS FOR

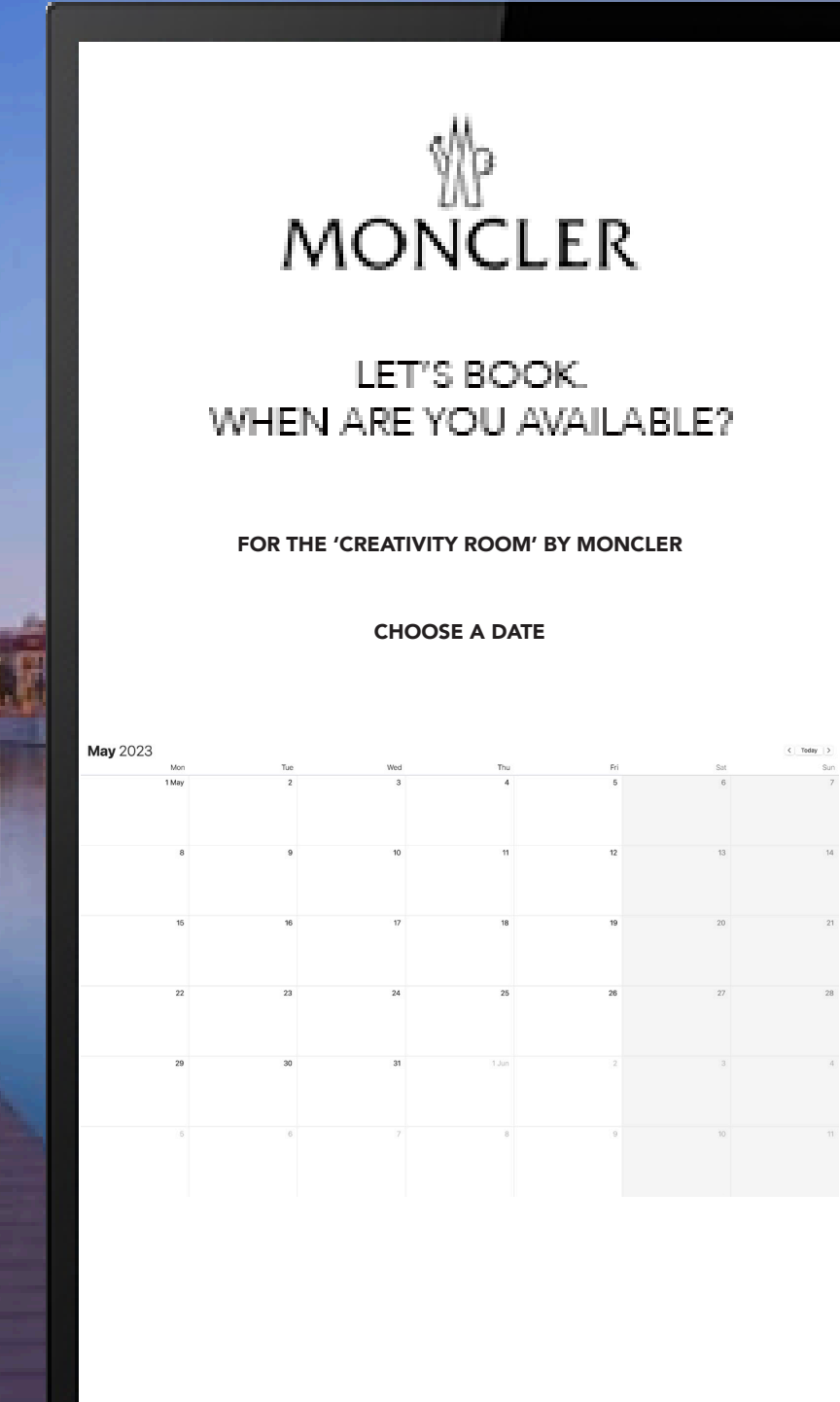
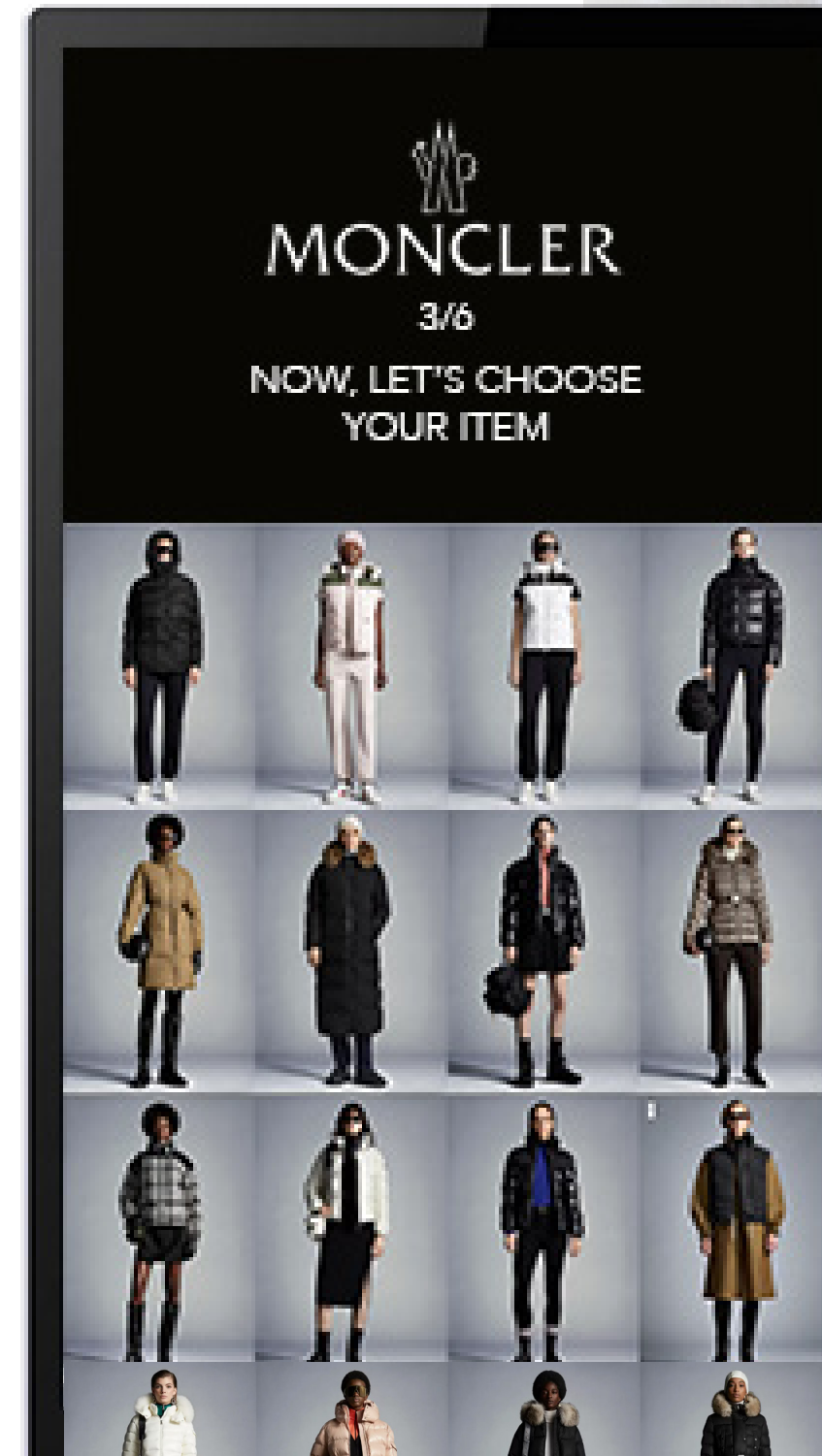
PATCH OPTIONS

PATTERN OPTIONS ON JACKETS

DIGITAL PAINTING OF YOUR OWN

ARTISTS NFT DRAWINGS PRINTED

APPOINTMENT BOOKING FOR THE CREATIVITY ROOM



TO CONNECT ON THE STREET AND COLLECT IN STORE

MEN, WOMEN & KIDS **W/ APPOINTMENT** FOR LATER
ACCESSORIES IMMEDIATELY FROM THE **NEAREST STORE**
DOGWEAR IMMEDIATELY FROM THE **NEAREST STORE**



PRE-FINAL TABLE FOR VALUES



	STORE	SERVICE	COMMUNICATIONS
REPAIRMANSHIP	Tailor Workshop (For Launch) Window Display	In Store Tailor Quick Fixes In Store Tailor Advice	Call To Action to Aged Jackets Repairmanship Before-After Contents Process of Repairmanship/ Art of Craftsmanship
PERSONALISATION	Personalisation Kits Creativity Room	Capsule Buying Plan Digital Stops	Creativity Room Video with 'Friends of the Brand' CTA To Book Appointment Artists NFT Painting Collabroration
CUSTOMISATION	-	-	Warm Communication with Loyal Customers and Celebrities Through Product Specialisation



'KEEP WARM' IN ACTION: IN-STORE TO EVENT

THE SNOW ROOM &
THE SNOW GLOBE



THE SNOW ROOM

01 SNOWING ROOM

02 COLD CONDITIONS

EXPERIENCE THE WAITING
ENTERTAIN THE CLIENT
USE THE PRODUCT

ATTRACTION
THE SNOW ROOM

WAIT -
WITH
ENTERTAINMENT

EXPERIENCE -

THE FEELING

LIVE

THE CONDITIONS

SHARE

IMAGES &
THE SLOW MOTION VIDEO

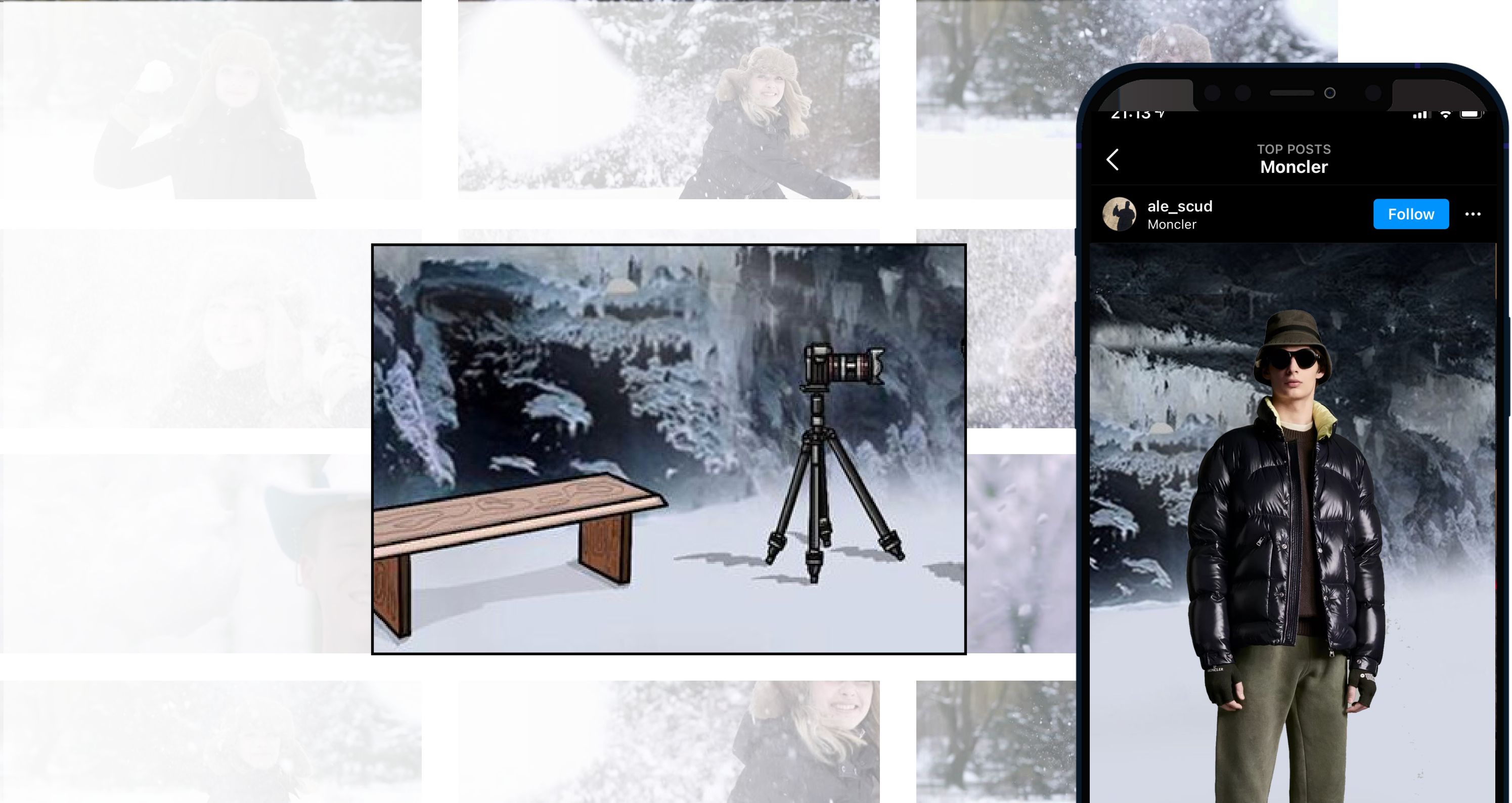




THE SNOW ROOM INSTAGRAMMABLE CORNER

**SHARE
FROM THE STORE**

**IMAGES &
THE SLOW MOTION VIDEO**



STORE TO DIGITAL STOP
TO DIGITAL FASHION

TAKE A PICTURE/VIDEO



CHOOSE YOUR DIGITAL PIECE



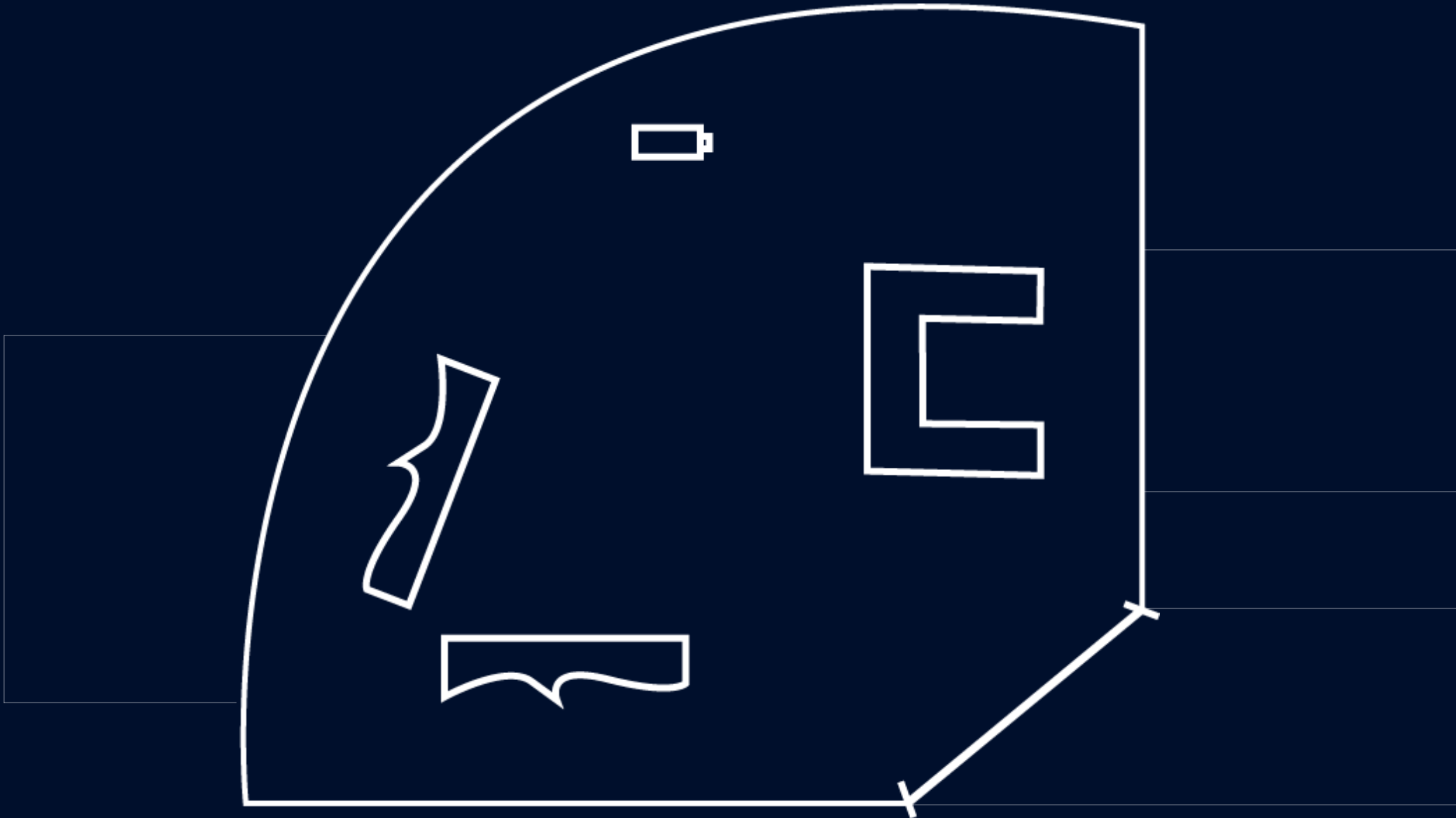
WE'LL SEND YOUR IMAGE
WHEN READY





SNOW ROOM FLOOR PLAN

SEATING
AREA



DRINK
BAR

ENTER-
ENCE

SNOW ROOM CONTENTS

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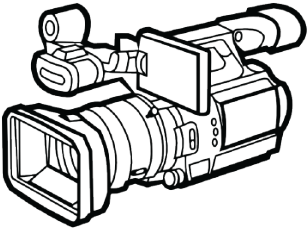
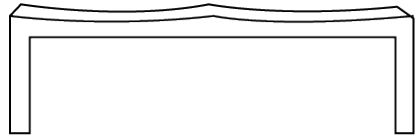
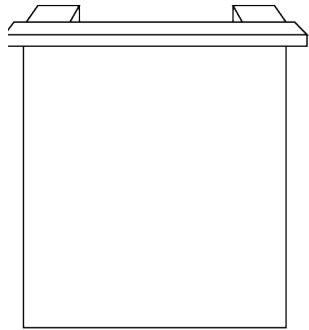
BAR

NATURAL
WOOD BENCH

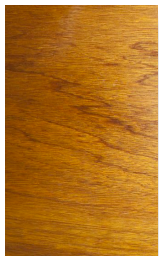
CAMERA



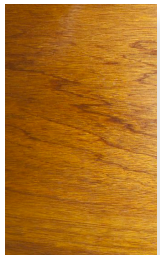
SNOW ROOM
FINISHINGS



GARDEN WALNUT
WOOD COLOUR



GARDEN WALNUT
WOOD COLOUR



WHITE GLOSSY COATING



EVENT

A BIG WARM EVENT

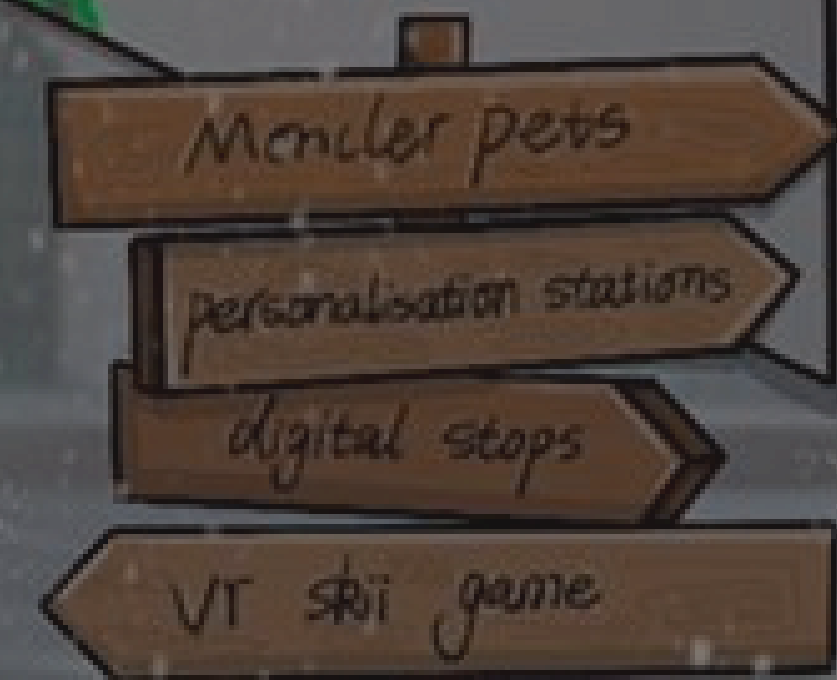
THE SNOW GLOBE

MADE WITH BRANDS DNA, CREATED FOR THE
TARGET MARKET AND THE CURRENT CLIENT, TO
(RE)DISCOVER MONCLER'S WARM SIDE

01 SNOWING AREA

02 COLD CONDITIONS

TO
DISCOVER THE BRAND
EXPERIENCE THE LIFESTYLE
CONNECT WITH THE COMMUNITY
LIVE THE PRODUCT



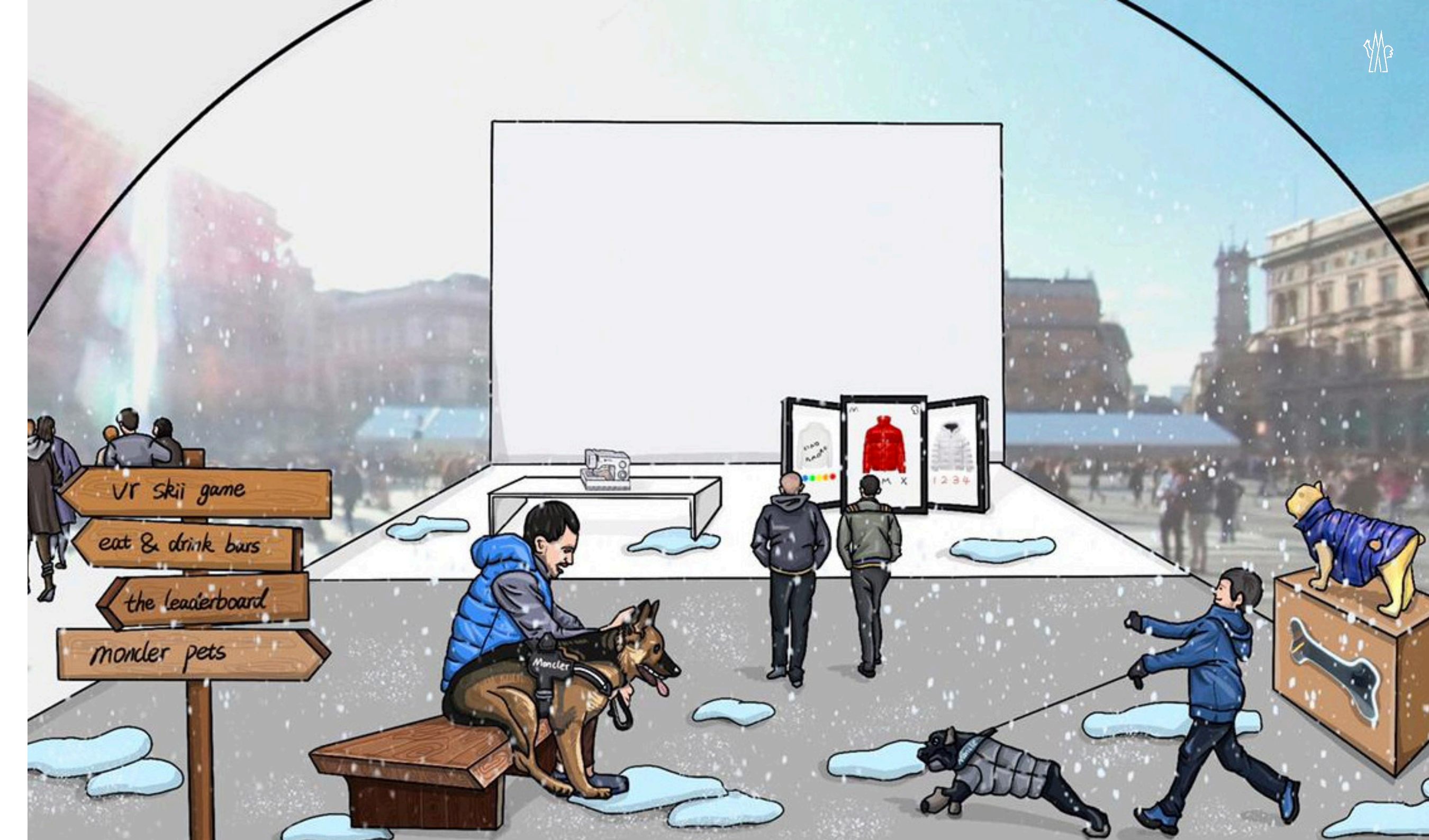


FRONT

TAILOR STATIONS
DIGITAL STOPS
PERSONALISATION & PATCHES
MONCLER PETS

BACK

VR SKI GAME
ONLINE LEADERBOARD
EAT & DRINK BARS
SEATING AREA





FRONT

TAILOR STATIONS
DIGITAL STOPS
PERSONALISATION & PATCHES
MONCLER PETS

BACK

VR SKI GAME
EAT & DRINK BARS
SEATING AREA

FINAL TABLE FOR VALUES



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CUSTOMISATION	-	-	Warm Communication with Loyal Customers and Celebrities Through Product Specialisation
KEEP WARM	Snow Room	-	The Snow Globe



by
Caio Nery Machado Pasqualini Prado
Duru Ates
Katharina Johanna Charlotte Gieselberg
Teng Dong

for
Retail & Visual Merchandising/Fashion
Buying/Digital Communication
13/01/2022



lots
of
love!