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Brand Extension Assignment

LXMT501
Prof. Roop Virk

“BORN IN THE MOUNTAINS, LIVING IN THE CITY”

Moncler is an Italian luxury fashion brand known for its premium outerwear.

Founded in 1952 in **Monestier-de-Clermont**, a mountain village near Grenoble, France. Moncler is a global symbol of luxury and high performance, known for its ability to blend high-end fashion with outdoor functionality.

Moncler pursues a philosophy aimed at creating products that are **unique, of the highest quality, versatile and constantly evolving**. **Heritage, uniqueness, quality, creativity and innovation** are the terms used in Moncler to define the concept of “luxury”.

Down Jackets and Outerwear
Winter Apparel & Accessories

Moncler has over **200 standalone stores** worldwide in major cities such as **Paris, Milan, London, Tokyo, and New York**. The brand is also sold in high-end department stores like **Harrods, Neiman Marcus, and Saks Fifth Avenue**.

It operates a **strong online presence**, offering DTC sales through its official website and other luxury e-commerce platforms.



PRODUCT CATEGORIES



MONCLER COLLECTION

Modern must-haves for both metropolitan and mountain lifestyles.

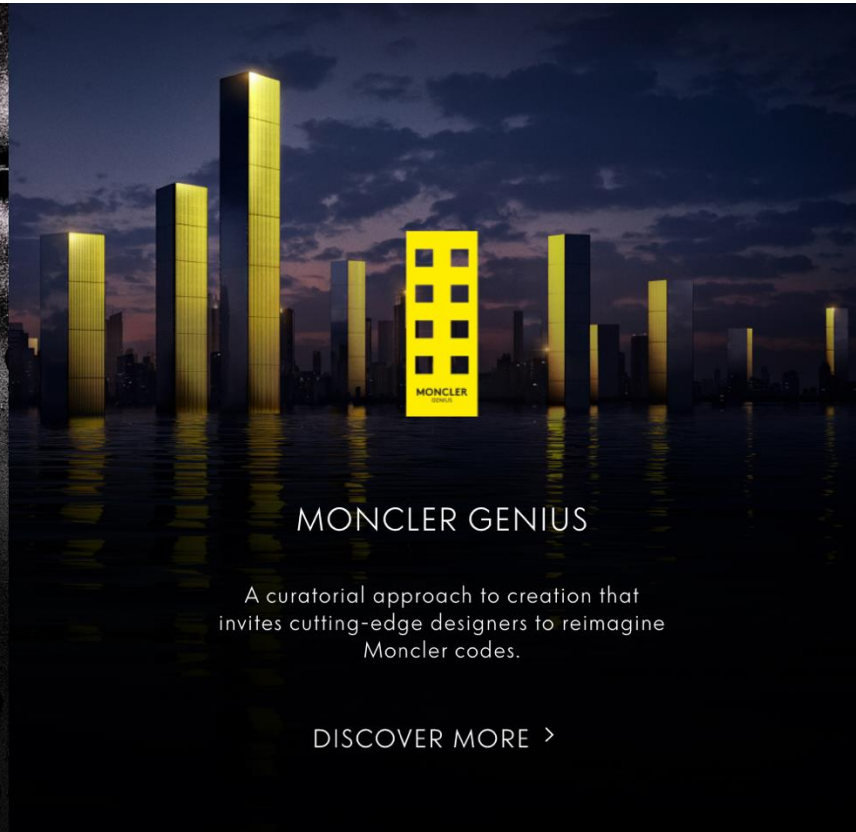
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MONCLER GRENoble

Designed for peak performance, Moncler Grenoble is made for the slopes.

[DISCOVER MORE >](#)



MONCLER GENIUS

A curatorial approach to creation that invites cutting-edge designers to reimagine Moncler codes.

[DISCOVER MORE >](#)

FOUNDING

René Ramillon and André Vincent founded Moncler in Monestier-de-Clermont, Moncler produced quilted sleeping bags, tents, and heavy-duty outdoor wear.



1952

1954



FIRST DOWN JACKETS
Developed by Moncler to keep workers warm in cold conditions. The jackets became a staple for explorers and climbers, leading to partnerships with well-known mountaineers like Lionel Terray.

ITALIAN INFLUENCE

Began to attract attention in the fashion world, Moncler started collaborating with famous designers, and the classic Moncler jacket was reinvented as a fashion statement.



1980

REMO RUFFINI ACQUIRES MONCLER

Moncler was acquired by the Italian entrepreneur Remo Ruffini, current Chairman and CEO of the Moncler Group, who began a strategy of global expansion in the luxury goods segment.



2003

MONCLER GRENOBLE

Moncler Grenoble collections made their debut in New York. Reinterpreting the styles of the past, Grenoble started to create technical skiing garments and après-ski wear with a contemporary take.



2010

MONCLER GENIUS

Moncler launched the new project Moncler Genius – One House, Different Voices, Moncler partnered with various designers (such as Richard Quinn and Simone Rocha) to reinterpret the brand's iconic styles. It helped push Moncler into avant-garde fashion spaces.



2018

70TH ANNIVERSARY AND THE EVOLUTION OF THE BRAND INTO THREE DIMENSIONS



2020

THE PURPOSE OF MONCLER IS TO UNLEASH THE EXTRAORDINARY IN EVERYBODY



PUSH FOR HIGHER PEAKS



ONE HOUSE, ALL VOICES



BE WARM



EMBRACE CRAZY



CREATE AND PROTECT TOMORROW



Luxury and Performance

Heritage & Innovation

Quality and Attention to detail



Sustainability

Collaborations

VALUE PROPOSITION

Luxury + Performance

Collaborations

Heritage + Innovation

CONSUMER SEGMENT

Affluent customers

Fashion-forward consumers

Outdoor, adventure loving enthusiasts

REVENUE STREAMS

Retail sales

E-commerce

Collaborations

DIRECT CONTROL

OPEN INNOVATION


MONCLER

FLEXIBLE AND INTEGRATED

SUSTAINABILITY

DISTRIBUTION

Flagship stores

High-end department stores

E-commerce platform

COST STRUCTURE

Production costs

Marketing expenses

Store operations

R&D and Sustainability initiatives

KEY ACTIVITIES

Social media engagement

Exclusive experiences

Sustainability efforts



Brand Legacy and Reputation

Luxury Meets Functionality

Collaborations and Visibility

Social Media and Influencer Strategies



Higher prices limit accessibility for budget-minded consumers, reducing the overall market reach.

A focus on winter clothing presents seasonal obstacles, necessitating innovation and diversification in the product range.

CUSTOMER SEGMENTATION



Age: 20-40 years of age, Gen Z and active millennials
Gender: All genders
Income: Lot of disposable income, 200K or more annually
Family: Single, No kids, Married with no kids/ 2 or fewer children



Europe, Italy and cities that experience the extreme cold, harsh climates or experience extreme winter season/snow
Sports/activities/fashion Capitals



Activities: Traveling, Winter sports, Hiking & other outdoor activities. Hanging out with friends, family vacations.
Interests: Sports, fashion, current events, latest technology, environmentally conscious



Values: Being active and prioritizes health. Educated and world travelled.
Opinions: Global warming, nature conservation, Health is wealth type mentally. Learns more through travel and experiencing other cultures.



MONCLER'S CURRENT MARKETING STRATEGY

Merging Luxury Fashion with Outdoor Performance

Moncler combines high-end design with functionality, appealing to urban fashion lovers and outdoor enthusiasts.

Partnerships with Renowned Designers

Collaborations with designers like Valentino and Off-White enhance brand visibility and exclusivity, attracting a broader audience.

Leveraging Influencer Marketing and Social Media

By partnering with influencers, Moncler connects with younger consumers and raises brand awareness through social media.

Expanding Product Line and Adaptability

Moncler diversifies its offerings beyond winter apparel to include seasonal collections and accessories, maintaining relevance in fashion trends.

Overall, Moncler's strategic marketing positions it as a leader in the luxury fashion sector, appealing to style-conscious consumers worldwide.





*Latest
marketing*

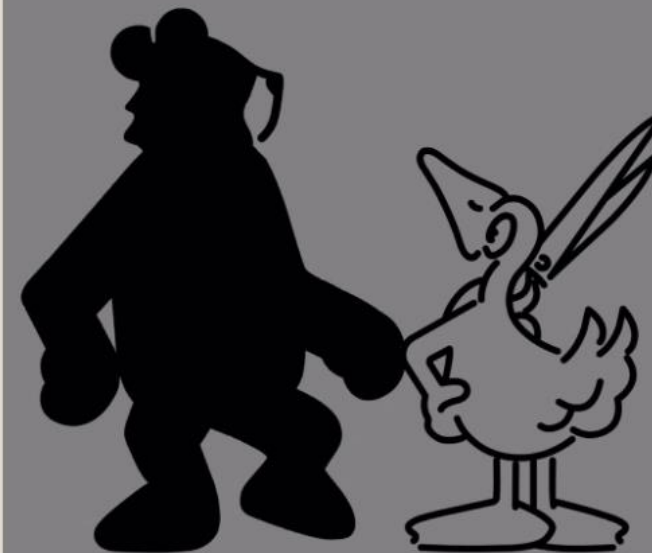
THE CITY OF GENIUS

Moncler's latest campaign, "The City of Genius," showcases collaborations with designers like Mercedes Benz, Rick Owens, and Jil Sander, alongside celebrities such as Willow Smith and A\$AP Rocky. This 11-part series blends innovative technology with Moncler's signature style, featuring a unique collection of outerwear and automobile designs.

LOVE FROM MONCLER

Launched in late September, the "Love From Moncler" campaign is a collaboration between Sir Jony Ive and Remo Ruffini, focusing on friendship, innovation, and creativity. The collection features items made from a single piece of fabric, designed for hybrid functionality with fasten, fold, and zip features.

LoveFrom,
MONCLER





Marketing Strategies to Retain Customers

Transparent and Responsible Communications

Moncler's marketing strategy emphasizes "Client experience 2.0" with transparency with a focus on honest communication to build trust and strengthen customer relationships.

Circular and Bold Actions

Moncler adopts a "Think Circular & Bold" approach emphasizing sustainability and innovation. Initiatives include the **Moncler 'Born to Protect' Collection** and circular practices to reduce waste.

Acting on Climate and Nature

Moncler implements measures to minimize its environmental footprint and protect biodiversity. Actions include resource consumption management and efficient logistics systems.

Giving Back to Communities

Moncler supports initiatives for communities, emergency aid, research, and development. This approach fosters community, well-being and demonstrates social responsibility.

Future Plans and Strategies of Moncler

Expansion of mono-brand stores with over 150 planned openings to enhance customer relations. Continuation of the Moncler Genius project with creative collaborations across diverse fields. Segmentation strategy targets Gen Z, Gen X, and Millennials with tailored offerings. Focus on footwear and online sales. It aims to grow its footwear segment, particularly trainers, targeting 10% revenue by 2025. Plans to enhance e-commerce for increased online sales, targeting 25% of total revenue.



Luxury



MOOSE KNUCKLES

Low



High



Functionality

MONCLER X ???

WHICH?

Home Goods & Lifestyle Products



WHY?

Moncler could enter this space with a range of luxury home products that reflect its wintry, alpine aesthetic. Premium blankets, throws, duvets, home fragrances, and designer furniture

WHICH?

Luxury Travel Accessories



WHY?

Moncler appeals to high-income consumers who are often frequent travellers. Travel bags, suitcases, insulated travel mugs, and high-end luggage lines

WHICH?

Fashion Tech Integration



WHY?

Moncler could explore integrating wearable technology into its garments. Jackets with built-in temperature regulation, GPS trackers for mountain sports

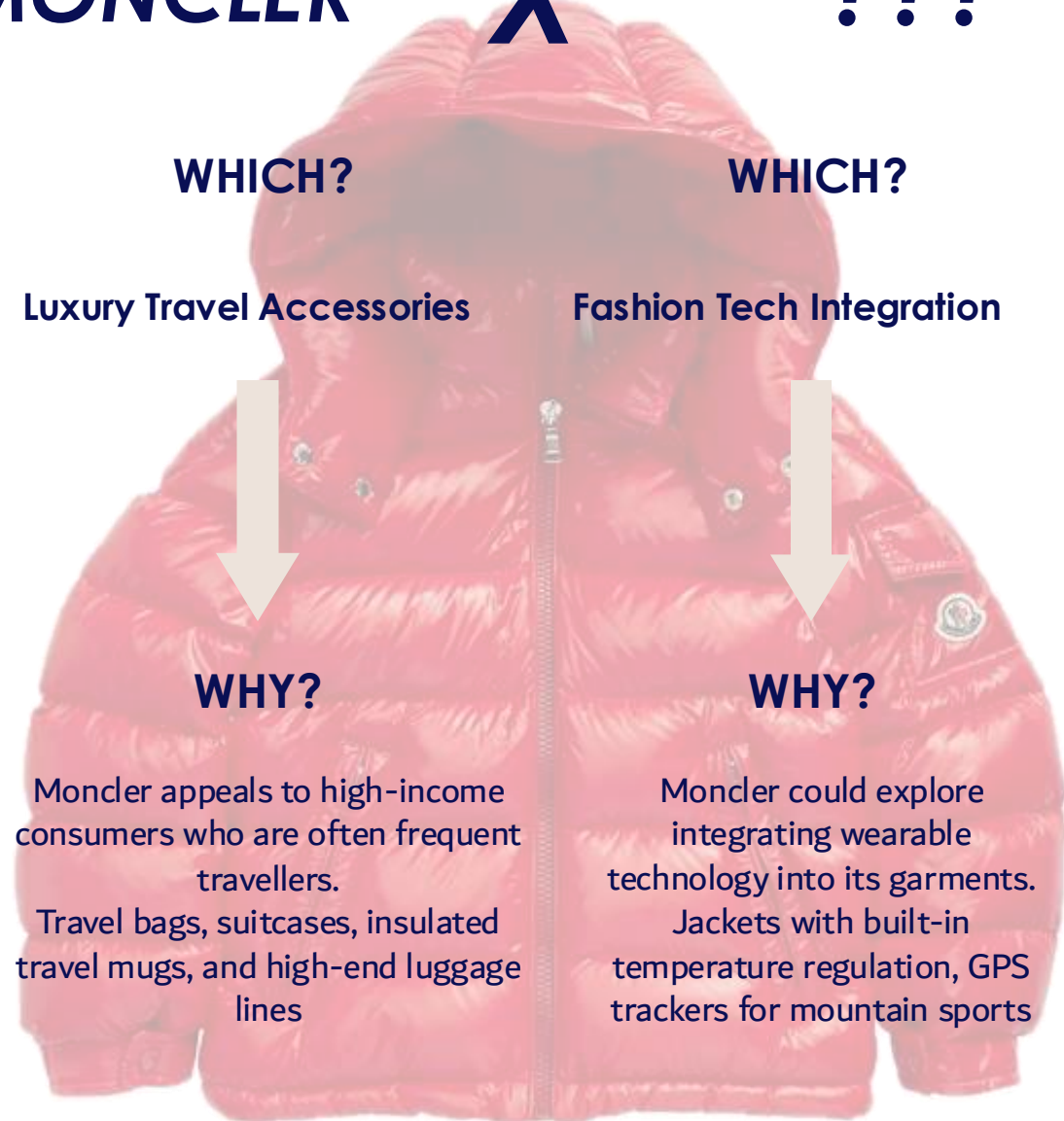
WHICH?

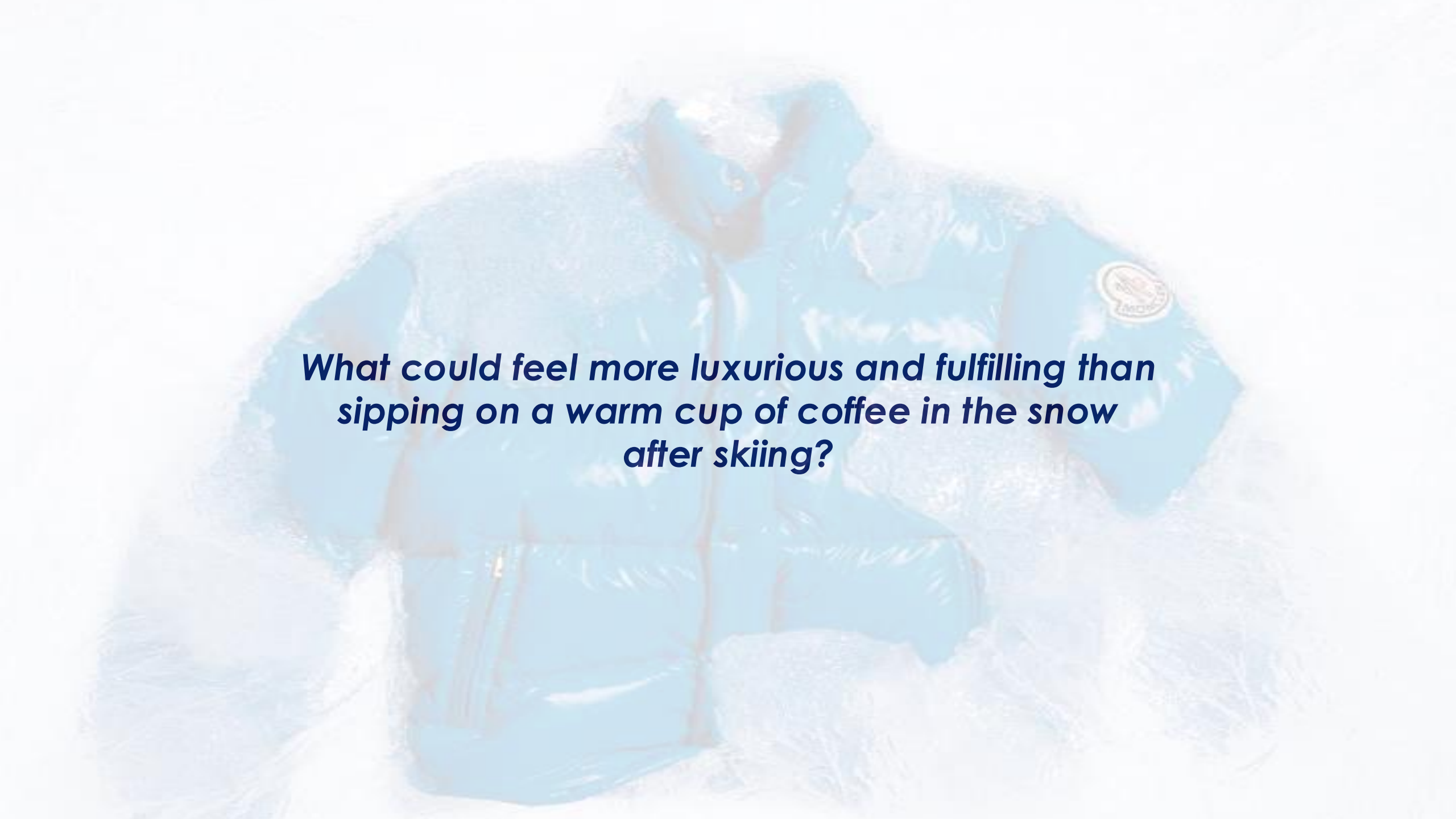
Ski Equipment and Outdoor Gear



WHY?

Moncler's roots in mountaineering and skiing provide a natural connection to expanding into ski and snowboarding equipment. Skis, snowboards, helmets, ski poles, and other technical equipment

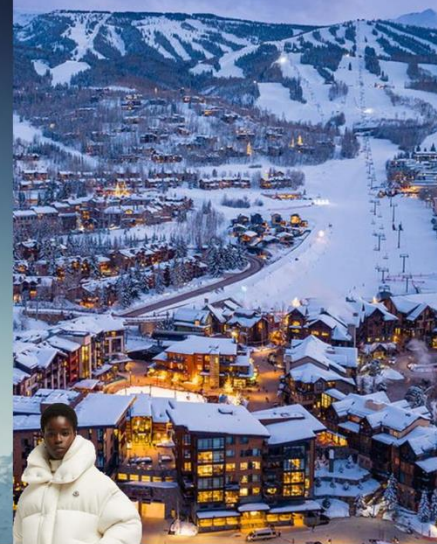


A blue puffer jacket with a fur-lined hood and a circular logo on the left sleeve, laid out on a white, textured surface. The jacket is the central focus of the image, with its vibrant blue color contrasting against the white background. The fur lining of the hood is visible at the top. The circular logo on the sleeve features a mountain scene and the word 'Ski'.

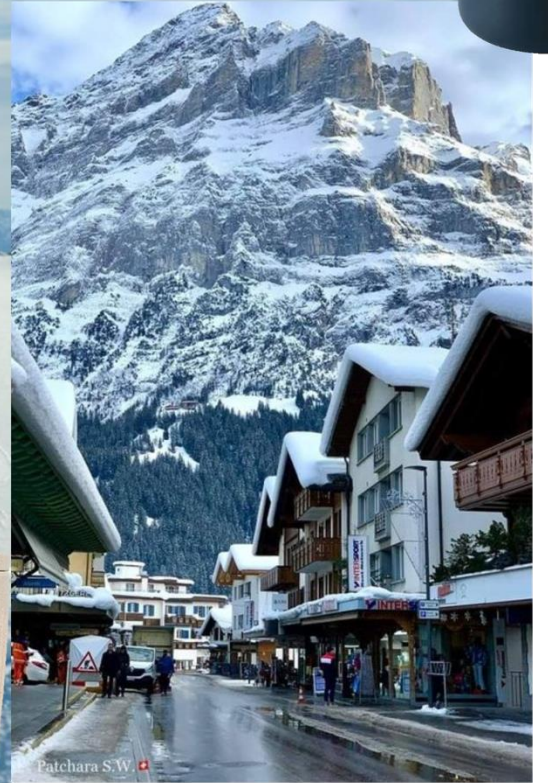
What could feel more luxurious and fulfilling than sipping on a warm cup of coffee in the snow after skiing?



"Moncler: Elevate Every Sip with Alpine Luxury"



MONCLER



Patchara S.W. 



**ENHANCE BRAND RECOGNITION &
AWARENESS**

BUILD LOYALTY

DRIVE CONSUMER ENGAGEMENT



COMPETITORS IN THE LUXURY BEVERAGE INDUSTRY



Most exclusive and expensive coffee, partially digested by Indonesian civet, the beans are collected, cleaned, and roasted to create an exclusive, luxury product.

Known as the world's most expensive coffee. A single cup can cost up to \$100.



Black Ivory Coffee costs \$2,000 per kilogram and is served for \$50 per cup in luxury hotels.



Grown in the Blue Mountains of Jamaica, this coffee is renowned for its smooth flavour, low acidity, and rich aroma. It is one of the most sought-after and expensive coffees in the world due to limited production and high demand.

Target Market & Customer Segmentation

Profile	Characteristics	Marketing Strategy
Affluent/Luxury Enthusiast	<ul style="list-style-type: none"> • Strong appreciation for high-quality, artisanal goods and are willing to pay a premium for luxury coffee experiences. • They seek luxury in all aspects of their life and are particularly drawn to brands that offer a full lifestyle experience. 	<ul style="list-style-type: none"> • Highlight exclusivity, high-quality sourcing, and craftsmanship in the coffee-making process. • Emphasize the holistic luxury experience of Moncler, where fashion and beverages intersect in premium settings (e.g., resorts, upscale cafes).
Urban Professionals	<ul style="list-style-type: none"> • Often time-pressed but value quality and exclusivity in their purchases, from fashion to food. They appreciate refined tastes and may enjoy Moncler coffee at luxury cafes or as a high-end, take-home product. 	<ul style="list-style-type: none"> • Promote convenience (ready-to-drink, premium coffee beans, or capsules) and exclusivity, targeting boutique cafes and Moncler stores in urban locations.
Travel & Outdoor Adventurers	<ul style="list-style-type: none"> • Drawn to Moncler's outdoor and performance heritage. They might seek premium coffee to complement their luxury outdoor experiences, such as while skiing at high-end resorts or exploring nature. 	<ul style="list-style-type: none"> • Position the coffee as a premium, artisanal beverage made for those who appreciate both the outdoors and luxury.
Health-Conscious Consumers	<ul style="list-style-type: none"> • Prefers coffee that is ethically sourced, with transparent supply chains and health-conscious production methods (e.g., low acidity, organic beans). 	<ul style="list-style-type: none"> • Focus on the sustainability and quality of the coffee beans, emphasizing Moncler's commitment to environmental responsibility (as seen in their Born to Protect initiative).
Tech-Savvy Experience-Oriented Consumers	<ul style="list-style-type: none"> • Interested in exclusive coffee blends or limited-edition coffee collaborations, and they enjoy discovering luxury products online through social media and e-commerce. 	<ul style="list-style-type: none"> • Create engaging digital campaigns that focus on the premium experience of drinking Moncler-branded coffee, highlighting its exclusivity and quality. • Highlight the creation process that combines the latest technology (as seen in their Love From Moncler tech and sustainable line/campaign).

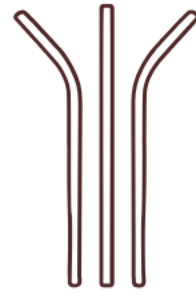




KEY PRODUCT
MONCLER ESPRESSO



CUP & SAUCER



STAINLESS STEEL STRAWS



MUG



ELECTRIC WHISK



TUMBLER



COASTERS



COFFEE POT



GIFT SET

***OTHER
PRODUCT
OFFERINGS***







PRODUCT PRICE



10 oz **\$150**
16 oz **\$350**

Moncler Espresso Coffee Bag

The brand captivates coffee lovers with unique blends and innovative production methods, capturing the true essence of France in every cup.



\$50

Stainless Steel Drinking Straws

Crafted from premium steel, these coffee straws combine sustainability with style.



\$120

Moncler Travel Tumbler

Enjoy your **Espresso Moncler** to go in this sturdy tumbler that completes your travel wardrobe



\$250

Moncler Espresso Moka Pot

A stovetop coffee brewer that uses pressure and heat to extract rich flavors, creating a dark, intense cup of coffee.



\$135

Moncler Demitasse

The perfect addition to your mug collection with this unique and hand-crafted demitasse so that you can have a drink of luxury every morning.



\$150

Moncler Zarf

Sleek and unique like the Moncler brand this signature coffee zarf is the perfect gift along with Moncler Espresso



PRODUCT PRICE



————— **\$100/Pair**

Moncler Logo Coasters (Porcelain)

Enhance your coffee table with these luxurious coasters and complement your everyday dining experience with Moncler tableware.



————— **\$120**

Electric Whisk

A premium mixing appliance featuring three adjustable speed settings and high-quality grade A steel.



————— **\$1,050**

Espresso Moncler Gift Set

Gift Set, promoted during the holiday season that contains a small bag of ground coffee, Moka pot, demitasse, coasters & stainless steel straws

SEASONAL / IMMERSIVE MARKETING - SKI SEASON



COURCHEVEL, FRANCE

Courchevel is a French Alps ski resort located in the Tarentaise Valley. Courchevel is part of the world-renowned Les Trois Vallées (the Three Valleys) ski area, which is one of the largest and most prestigious ski destinations globally.



MONCLER



COURCHEVEL

EXCLUSIVE LOCATION



The resort is known for its luxury hotels, Michelin-starred restaurants, and high-end shopping boutiques, which cater to affluent visitors. This makes it an ideal location for a premium Moncler café, where it could serve signature hot beverages in a stylish, cozy environment, with panoramic views of the snow-covered Alps.

SKI CULTURE AND HERITAGE



Moncler's roots in mountaineering and winter sports make Courchevel an authentic setting to extend its outdoor and luxury heritage.

APRÈ-SKI EXPERIENCE



Courchevel offers more than just skiing; it is a hub for winter luxury experiences, making it an ideal venue for Moncler to showcase its coffee as part of an exclusive après-ski lifestyle.

LUXURY CLIENTELE



It attracts high-net-worth individuals, celebrities, and luxury travellers, aligning perfectly with Moncler's brand image the brand can reach its target audience of discerning, fashion-conscious, and wealthy skiers. .



MONCLER APRÈS-SKI

'Après-ski' - 'after skiing'

Moncler **BEYOND** skiing

SKI SEASON // Mid - December to Mid - April

MONCLER APRÈS-SKI will be positioned as a natural extension of Moncler's brand, blending fashion, performance, and luxury.

It will provide a luxurious, exclusive alpine retreat emphasizing Moncler's rich history in mountaineering and winter sports; where visitors can relax after skiing and indulge in premium coffee and beverages.

Moncler would introduce special coffee blends during the winter/skiing season, emphasizing flavours like cinnamon, chocolate, and other warming spices to evoke a cozy, luxurious winter atmosphere.

Alternatively, Moncler could sell its coffee through high-end retailers like Harrods, Saks Fifth Avenue, or Neiman Marcus, positioning the coffee as part of an exclusive luxury experience.

Moncler-branded coffee could be introduced in luxury boutique cafés or partnered with top-tier hotel chains to offer exclusive coffee experiences to affluent guests.



Café Integration

A **MUST-VISIT SPOT**, ideal for après-ski relaxation, where people can sip signature coffee, creating an inviting and comfortable space for skiers to unwind after a day on the slopes

Customers can experience the brand in a **multi-sensory** way. It would offer a **luxurious** and **immersive** environment, reinforcing the connection between Moncler fashion and its coffee.

Exclusive Merchandise: Moncler will offer coffee-related merchandise like branded cups, coffee makers, or even luxury accessories. These items could be marketed both in-store and online, creating a seamless shopping and café experience.

Menu: Signature Moncler beverages like the "Alpine Latte" (a spiced, warming latte), or a rich "Moncler Hot Chocolate" served with luxurious toppings. Collaboration with Michelin-starred chefs or luxury patisseries in Courchevel to serve pastries and gourmet food that complements the drinks, making it a culinary destination.

Promotion: MONCLER will offer special deals or packages where customers can buy a coffee and receive a discount on winter apparel.





Fur-lined cozy seating, wood accents, and Moncler-branded elements throughout the space, and luxurious blankets. Fireplace lounge area within the café, offering a welcoming retreat where visitors can relax by the fire while enjoying their coffee, in a space that evokes the charm and luxury of winter chalets.



Open Hours: 8am - 10pm



DRINKS

COFFEE



Un Café- Signature
MONCLER Espresso

Hot 4.25
Cold 5.50



French Vanilla Latte

Hot 4.25
Cold 5.50



SNOW-CAPPuccino

Hot 4.00
Cold 6.00

Bold Brew
Hot -
Cold 8.75

Mocha
Hot 5.75
Cold 6.75

Alpine Frappe
Hot -
Cold 8.25



NON-COFFEE

HOT | COLD

MONCLER Hot chocolate	4.25 5.50
Green Tea	6.50 7.50
Classic Lemonade	- 5
Citrus Iced Tea	- 6.75



SHOP
WHILE YOU SIP



DESSERT

Fudge Brownie _____ \$14

A chocolate delight, soft and rich, perfect with ice cream or cream. A flavor that melts in your mouth!

Madeleines _____ \$20

Shell-shaped cakes with a delicate, buttery flavour and light, sponge-like texture. A delicacy so satisfying and buttery!

Macaron _____ \$10

Indulge in a delightful treat that melts in your mouth. Each delicate shell boasts a light, airy texture, perfectly complemented by a rich filling in a variety of enticing flavors

MONCLER Logo _____ \$15

cookies

Bite into soft, cloudy textured mini cookies in the signature shape of MONCLER



FOOD

Finger sandwiches \$23

French onion soup \$12

Salade Niçoise \$10

Alpine Delight Croissant \$25

ASSORTED COFFEE BLENDS

\$35/cup



10 OZ | 16 OZ

MONCLER Espresso 150 | 350

Glacier Light Roast 120 | 300

Summit Spice 125 | 150

Frosted Peak Blend 120 | 155

Alpine Cocoa Blend 135 | 250

SHOP
WHILE YOU SIP



MENU

MENU

CAFE HOUSE
MONCLER
APRÈS-SKI

Open Hours: 8am - 10pm

DRINKS

COFFEE

 Un Cafe - Signature MONCLER Espresso Hot 4.25 Cold 5.50	 French Vanilla Latte Hot 4.25 Cold 5.50	 SNOW-Cappuccino Hot 4.90 Cold 6.00
Bold Brew Hot - Cold 8.75	Mocha Hot 5.75 Cold 6.75	Alpine Frappe Hot - Cold 8.25

NON-COFFEE

MONCLER Hot chocolate	HOT COLD	4.25 6.50
Green Tea		6.50 7.50
Classic Lemonade		- 1.5
Citrus Iced Tea		- 1.6.75

SHOP
WHILE YOU SIP



CAFE HOUSE
MONCLER
APRÈS-SKI

DESSERT

Fudge Brownie \$14
A chocolate delight, soft and rich, perfect with ice cream or cream. A flavor that melts in your mouth!

Madeleines \$20
Shell-shaped cakes with a delicate, buttery flavor and light, sponge-like texture. A deliciously satisfying and buttery!

Macaron \$10
Indulge in a delightful treat that melts in your mouth. Each delicate shell houses a light, airy center, perfectly complemented by a rich filling in a variety of enticing flavors

FOOD

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French onion soup \$12

Salade Niçoise \$10

Alpine Delight Croissant \$25

ASSORTED COFFEE BLENDS

\$35/cup

MONCLER Espresso	10.0Z 16.0Z
Glacier Light Roast	120 300
Summit Spice	125 150
Frosted Peak Blend	120 150
Alpine Cocoa Blend	135 250

SHOP
WHILE YOU SIP



CAFE HOUSE
MONCLER
APRÈS-SKI

Open Hours: 8am - 10pm

DRINKS

COFFEE

 Un Cafe - Signature MONCLER Espresso Hot 4.25 Cold 5.50	 French Vanilla Latte Hot 4.25 Cold 5.50	 SNOW-Cappuccino Hot 4.00 Cold 6.00
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NON-COFFEE

MONCLER Hot chocolate	HOT COLD	4.25 6.50
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SHOP
WHILE YOU SIP



CAFE HOUSE
MONCLER
APRÈS-SKI

DESSERT

Fudge Brownie \$14
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Macaron \$10
Indulge in a delightful treat that melts in your mouth. Each delicate shell houses a light, airy center, perfectly complemented by a rich filling in a variety of enticing flavors

MONCLER Logo
COOKIES \$15
Rich and soft, closely textured mini cookies in the signature shape of MONCLER

FOOD

Finger sandwiches \$23

French onion soup \$12

Salade Niçoise \$10


Alpine Delight Croissant \$25

ASSORTED COFFEE BLENDS

\$35/cup

MONCLER Espresso	10.0Z 16.0Z
Glacier Light Roast	120 300
Summit Spice	125 150
Frosted Peak Blend	120 150
Alpine Cocoa Blend	135 250

SHOP
WHILE YOU SIP



Ads

Location-specific digital ads

- Geotargeted Ads: Utilizing geo-targeted digital advertising and social media campaigns aimed at luxury travellers visiting Courchevel during the ski season. Ads should highlight the café as a must-visit stop.

- Collaboration with ski resorts: Partnering with Courchevel's resorts to advertise the café on their websites, social media channels, and guest communications (emails, flyers, etc.), targeting skiers who are looking for a luxurious post-ski break.





#FillYourCup #SomethingIsBrewing #BoldBrew


Ethical Sourcing Storytelling in caption

Encourage customers to share their experiences with Moncler coffee through hashtags, contests, and Instagram-able moments in the Moncler café or at home with branded coffee products.

Social Media Engagement







The coffee brand could tie into Moncler's Born to Protect initiative by promoting sustainable farming practices, ethical sourcing, and carbon-neutral production processes. Moncler could emphasize that its coffee packaging is eco-friendly and biodegradable.

SUSTAINABILITY

Moncler would position its coffee as a high-end, premium product that complements the brand's outdoor and luxury lifestyle image.

LUXURY

QUALITY

Moncler would emphasize the quality and provenance of the beans, such as sourcing from exclusive regions like Jamaica Blue Mountain, Hawaiian Kona, or Ethiopian Sidamo. Highlighting that the precision and care that goes into creating each Moncler jacket is the same in the coffee making process.

COLLABORATION

Moncler could partner with luxury coffee roasters or renowned chefs to create bespoke coffee blends or café menus, further elevating the brand's coffee offering. Collaborating with luxury ski resorts or boutique hotels could help Moncler market its coffee directly to affluent travellers.



RESOURCES

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THANK YOU