



Moncler Grenoble will stage its fall 2026 show in Aspen.

Heading West

Moncler Grenoble is heading to the U.S. for its next outdoor showcase.

The brand's fall 2026 collection will be unveiled in Aspen on Jan. 31 next year. This is the first American ski destination show for the brand.

In March, Moncler

Grenoble traveled to Courchevel, the French Alps ski resort located in the Tarentaise Valley. Anne Hathaway, Adrien Brody, Jessica Chastain, Penn Badgley and Brooklyn Beckham, among others, attended the show, which was staged amid a blizzard at the Courchevel Altiport, Europe's highest airport at 6,588 feet.

In February last year,

the brand held its fall 2024 show in Saint Moritz and chairman and chief executive officer Remo Ruffini said at the time that he saw itinerant shows as the future of Grenoble, which are aimed at heightening its visibility.

As reported, Moncler revenues in the Americas were flat at 147.9 million euros in the first half of the year, but in the second quarter, they rose 5 percent at constant exchange, accelerating compared with the previous quarter mainly thanks to the sequential improvement registered in the direct-to-consumer channel.

Commenting on the performance, Gino Fisanotti, Moncler's chief brand officer, highlighted the "U.S.-oriented initiatives" in the period, ranging from the brand's first participation at the Met Gala in May to the Moncler Genius collection with Mercedes-Benz by Nigo and the first collection of apparel collaborating with Donald Glover's Gilga Farm unveiled in June, among others. Fisanotti also said Moncler Grenoble was "the fastest growing" in the period.

Moncler Grenoble owes its name to the city that hosted the Olympic Games in 1968, when the brand was the French national ski team's official supplier. The first Grenoble collection was presented in New York in January 2010 during the city's fashion week.

In 2022, Moncler rebooted Grenoble as the brand's "high-performance" division, flanked by the fashion-forward Moncler Genius line and the lifestyle Moncler Collection.

— LUISA ZARGANI