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Moncler Dress Down Jackets the History of the Origin of the Story

Moncler story began during the Second World War. At that time, the German occupation of France was split into two and, in the free areas, the ranks of conscription has been abolished and replaced by a whole people to participate in the system, young people must request to join a group called the "Chantiers de Jeunesse" organizations. Those organizations like the special status, called Jeunesse et Montagne (JM), its headquarters was located in Grenoble. The main work of the organization through a group of former Air Force and the Alps region, the official teaching for those affected by young people are interested in the fame sense of responsibility and operational staff, of course, is more popular in the mountains. Group of boys, who have the opportunity to participate in all the mountain sports, nature and with the close. In this group of boys at that time became a dream. JM passed from the three Moncler's meeting: Rene Ramillon, Andre Vincent, and Lionel Terray. 33-year-old Remillon Grenoble was a major manufacturer of snow. For his military service, provided by the Group of equipment. 26-year-old businessman Andre Vincent in the management of a printing plant before the war. He used to be a guardian of the mountains and ski coach. JM in, he was the head coach. 22-year-old Lionel Terray Grenoble from the best family. He was the Alpine ski champion. All three respect each other, have the same love for nature, outdoor living and skiing in the campaign forged a profound friendship.

After the war, Ramillon and Vincent returned to France to continue in business, in fact, Ramillon at the suggestion of Vincent opened two sporting goods stores. Terry and went to Canada for mountain adventure.

With the start of the economic, natural resources, coupled with the shortage of rations reduced, making the return of the reduction in recreational activities. Those who love nature of the beginning of a low-cost outdoor camping. Even those who are not very exciting outdoor environment to a new way of experience close to the natural demand is still growing. However, there were no equipment. In order to meet this demand, Ramillon and Vincent decided to start production with tents and sports gear. Aimed at the opportunity to find them located in a Monestier de Clermont, Grenoble, 30 km from the town to provide sewing factory equipment. In 1952 they decided to buy the plant. In the same year on April 1 that they set up a company Moncler SA. Moncler name from the initials of Monestier de Clermon. At that time, the company's funds for 8,000,000 francs, while the Ramillon is president and executive producer. The first year of operation very difficult. Companies have to face instability in the market at the same time seeking a reliable local customers. Moncler production of camping tents used as part of the high-altitude camp has been the model of reservations, as well as sleeping bags and Deng Shanfu products. In particular they were produced using a waterproof nylon and cotton inside the tent innovative materials, and tents that can sit open, only a few thousand grams of weight, at the same time can sleep three people.

At that time, in the other side, Lionel Terray completed the first French people to board the Everest feat, to become a world-renowned mountaineer member. After his return

to France, Lionel paid a visit to two of his old friend and a warm test their products. He particularly interested in a duck down-filled jacket, which was done Ramillon to factory workers to resist the winter cold water used in the operation. This jacket filled with surprising warmth and free activities. Vincent and Ramillon benefit from the experience, to take the well-known climbing the recommendation of a friend, and invited him to become a technical support. The reunification of the production quality, experience and number of tests is that they believe the three men is entirely possible to create a new way to Dengshan Fu. Lionel Terray and through co-operation to broaden their technical level, the products involved in the various camping items, sleeping bags, protective gloves, shoes, equipment, tents, mountain climbing, and so on.

Moncler product in 1954 was selected as the Italian explorer of ancient Mongolian Empire site equipment. In 1955 they supply the French expedition to Makale.

With the development of science and technology at that time, there have been a cable car. Traditional skiing has been a complete change. Every time before the skiers have to walk down, before climbing into the mountains, so that the activities that they will not feel the cold. And the emergence of a cable car so that they actually exposed to the cold under. Ramillon special attention to this point, need to know to create a kind of clothes to resist such a cold. In fact, the man-made water-proof fabric at the time of use can not guarantee adequate heat, and the prices of duck down and could not fill a large number of quotas. As a result Ramillon test out a number of man-made materials used as a substitute for it. He has chosen a new polyester fiber, called Tergal. Ramillon filled nylon material such products. The new line of products as a series of major campaigns to be put in the magazine ads.

In 1957, in order to prevent the filler products in short supply and improvement of labor efficiency, the company has more raw materials to the relocation of Grenoble. In 1964 by Moncler Alaskan sponsors Terray in the establishment of the branch.

Security and trustworthy Mincler raw materials have been recognized by the world. The economic take-off in the 1960s, they donated a number of sporting events. With the company's current products and changes in the adjustment, for a big group, not only for sports.

In 1968 became the Moncler to participate in Grenoble in the 10th Olympic Winter Games held in the French national ski team's official supporters. By the side of a long line of the composition of the rooster design has become the trademark symbol of the French team. Moncler clothes and immediately proved their design is very suitable for skiing. It is comforting to the ski team at the time that the company asked them to design a jacket that is not to fill the thickness at the same time, make athletes in the game before the muscle to keep warm. This duck down first ski suits have been created by the wind, and was named "Nepal", because there are two water-proof leather shoulder pads so skiers could have snow on their shoulders, Culture and Sport.

In the early 70's production no longer Moncler tents and camping equipment and specialized focus on the production of ski clothes to fill. In fact the age of 70 can be regarded as a ski during the outbreak of the campaign, and Moncler clothes at the time the market is the most weight. 1974 Rene Ramillon to be handed over to his daughter's Anni Charlon care. Judging from the age of 70 as a whole, Moncler has maintained a campaign apparel. With the 80's along with the arrival of the values of hedonism, the clothes were seen as a status symbol, the Moncler also left a mark on history.

With the change in the consumer market duck down jacket campaign has also been changed, want to enter the field of fashion means to enter the city. The first new trend is the first expansion of overseas markets: Japan. 1980 Japanese students in the outbreak of ethnic Moncler down the heat.

In its wish to the Arab-Israeli countries, in Italy, Moncler is due to the import of goods, the price of money down jacket, but the store is still popular. Although Moncler have the best quality production, but in fact a product that absorbs more times higher than the selling price was 70% tariff. Of course, but also increases the retailers. This is why the final price will be so high. In the early 80's of Moncler to buy Italy-based high-income earners, they only use it in skiing.

In any case, by 1983, in which case a new phenomenon has been changed. This phenomenon was very similar to the Japanese, that is, at that time to collect all those luxury Milan paninari known as Italy's fashion choices have had mad Moncler jacket as the only collection. As the cold weather is making it difficult to go out demand.

Paninari often gathered at the city's most fashionable areas – Piazza S. Babila. They will be the fashion media have infinite zoom into the then standard practice. Moncler jacket and is one of the most mistakes is not the most expensive clothes. Although this will be a lot of people aspire. In 1985, 50,000 jackets sold in Italy alone. The most popular style is a nylon fabric of the additional shoulder pads and removable nylon sleeves style, the most popular color is orange and yellow, both at the time of the shop is very hard to find. Jacket to control the supply of imports at that time to become the most complex problems. At that time, other European countries are importers of Italy so hot that even the demand to retain only their own goods and 10-15% will be sent to Italy and then the other. Any store as long as there is a load will be on display immediately. And even some private buyer would go to buy in person from a foreign home sales.

Exporters from the planned advertising accounted for around publicity, the most famous brand is a holding of the Antarctic bear, and the brand are written on: Moncler, mon cher? Enzo Braschi from Moncler wearing paninano impact Moncler is also well-known television ads. Despite the cultural Moncler will be limited, Moncler always escape those who can not afford to maintain the success of the scale importers and make their own brand of the spirit of continuity.

1987 Moncler new factories and office area off the edge of the Grenoble site in an industrial area: Echirolles. Have begun to increase through the territory of products and start a new line expansion. Despite the 1987's when the wave paninari has in the past, but Moncler sales growth is still the beginning, and in order to get more adult market in the head or importers will no longer attempt to change the folder to overcome in Italy. At the same time, but also neglected to update the products has begun to decline in status. With the emergence of similar products in Italy and other countries of the European market, Moncler sales began to decline. In this case on the status of the product began to clear the danger, arising from the Moncler years of a turning point, that is too much of the season, is the industrial model of the combined operation of improper investment, making the company the first to face An economic crisis.

paninaro wave disappeared, and then refused to put on these young people indicates that they are behind the times make the product line sales in Italy continued to slide. In the exercise equipment brought the situation more acute: the need to reform the climbing equipment, Mianfu jacket itself should make use of high-light, fully insulated, 100% waterproof, and other high-tech fabrics to participate in market competition. A large number of retailers have started to Moncler product sales price. Moncler found that in 1992 the reality: the high fixed costs from the product itself, the status of improper use, but streamlining and trying to re-structure the company also caused conflicts within the organization.

Obviously, the imminent restructuring of the company, and they can not compete, or through internal adjustment to the beginning, Anni Charlon believe they need time to find a partner outside of.

Group Bnp trade through the bank Banexa pepper industry Moncler took over the case. The two first signed a contract to the end of 92 years, but very short. In order to obtain the best price Moncler Grenoble in atmospheric pressure found himself before the court. Negotiations continued for up to six months, finally back on other suppliers, the court will be Moncler to the pepper industry.

It is necessary to maintain all of the original owner's direction, but also to ensure that the original can not move, and the maintenance of a large number of companies making the change in the employment of staff at that time become a high-profile cases. The adjustment from 1993 until the beginning of the end of 1994.

With the new investment partners, to be immediately productive sectors of the restructuring, and to adopt a new strategy for the promotion. The adjustment is the most direct part in the ad. In order to revitalize the brand, online sales have started, with positive new quotas and market strategy.

Sports apparel category for the fashion circle finally achieved the greatest impact. From the traditional fixed-oriented sporting goods, clothing to make such a campaign is not just in special occasions can also be dressed in everyday life.

In the industry with the help of pepper, with the operation of the constant affirmation from the 1994 outdoor sports clothing opened the door, they were wearing more and more in more places. From 94 to 98 years Moncler has become the European region and the world's most well-known retailers, only in Italy, Japan, Germany, Australia, Switzerland, United Kingdom, Sweden, Norway, Denmark, or those sports brand products to the store to buy Moncler Well-known. But the real making of the brand or to re-count in 1998 under the Group FinPart pepper industry last move. Prior to the continuation of the restructuring of the strategic plan, the Corporation FinPart with the support of Moncler to develop more product lines, the full potential value of the brand. And appearing in TV commercials was born in the mountains, living in the city's image has become a classic. Moncler Mianfu the jacket into the cold season, skiing in the sport, even at the occasions elegance of the must-have item recognized.

Moncler build-up in 1999 has brought more strength and Remo Ruffini as creative director of the show's first game – 2000 spring and summer series. In 2000 he set up a special brand boutiques campaign against the new series of tweed. Entering the real Dayazhitang after it entered the right track, a beautiful piece exquisite in a down jacket in front of people, now down jacket in the industry, it can be more free with only high Lu rival cock.