

Alpine Diary



MONCLER RE/ICONS

DEPARTURE POINT: MONESTIER-DE-CLERMONT
YEAR OF DEPARTURE: 1952

DESTINATION: MILANO, LOMBARDIA
YEAR OF ARRIVAL: 2026

PROPERTY OF MONCLER.
FIELD NOTES AND FINDINGS. MUSINGS AND REFLECTIONS.
ROUTE TAKEN: KARAKORUM, HIMALAYA, VERONE, TIBB.
EQUIPMENT CHECKED AND CERTIFIED.

FINAL EXPEDITION RECORD
OCTOBER, 2026

Re/Icons

MONCLER

July 30th, 1954
Southeast Ridge

The mountain calls me ever higher.
Who am I to ignore the echo in my soul?
The promise of tomorrow's climb
has me in some magic thrall once again.

Outside my tent she looms,
a Savage Mountain indeed.
The wind sharpens its teeth on this very tarpaulin
The mercury plunges to unholy depths.

But, Diary, I feel curious heat from within.
Terrible eagerness swells my heart.
My mind is dizzy with more than altitude.
Perhaps I'll pen these scattered thoughts,
fate (and frostbite) willing.
A record of this alpine world,
I am destined to call my own.
And the extraordinary wonder of it all.

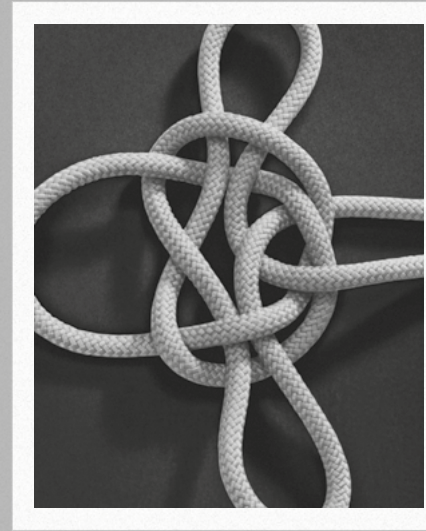


HISTORICAL ARTEFACT.
TREASURED AND PRESERVED BY MONCLER.
PERSONAL ACCOUNTS, EXPEDITION RECORDS
AND FIELD INTELLIGENCE.

REISSUED:
OCTOBER, 2026

MT

Karakorum
1954-2026





April 25th, 1954

The final equipment check today has all but quieted my remaining doubts. Lionel Tenay, who requires no introduction and would no doubt object to one, has devised a remarkable jacket together with the mountain outfitters Moncler.

Resilient, warm, and a truly handsome piece of work.

Worthy of the climb ahead...

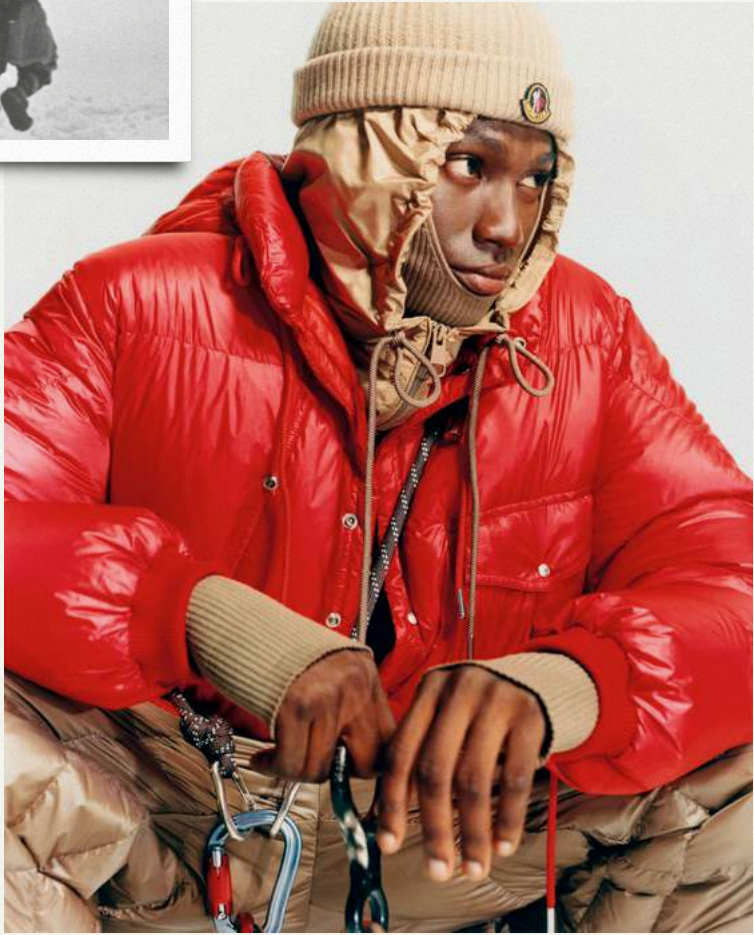
May 23rd, 1954

Today we climb.
Conditions are savage.
To leave the meagre
respite of my tent and
plunge into the freezing
unknown demands
a certain brand of madness,
surely?

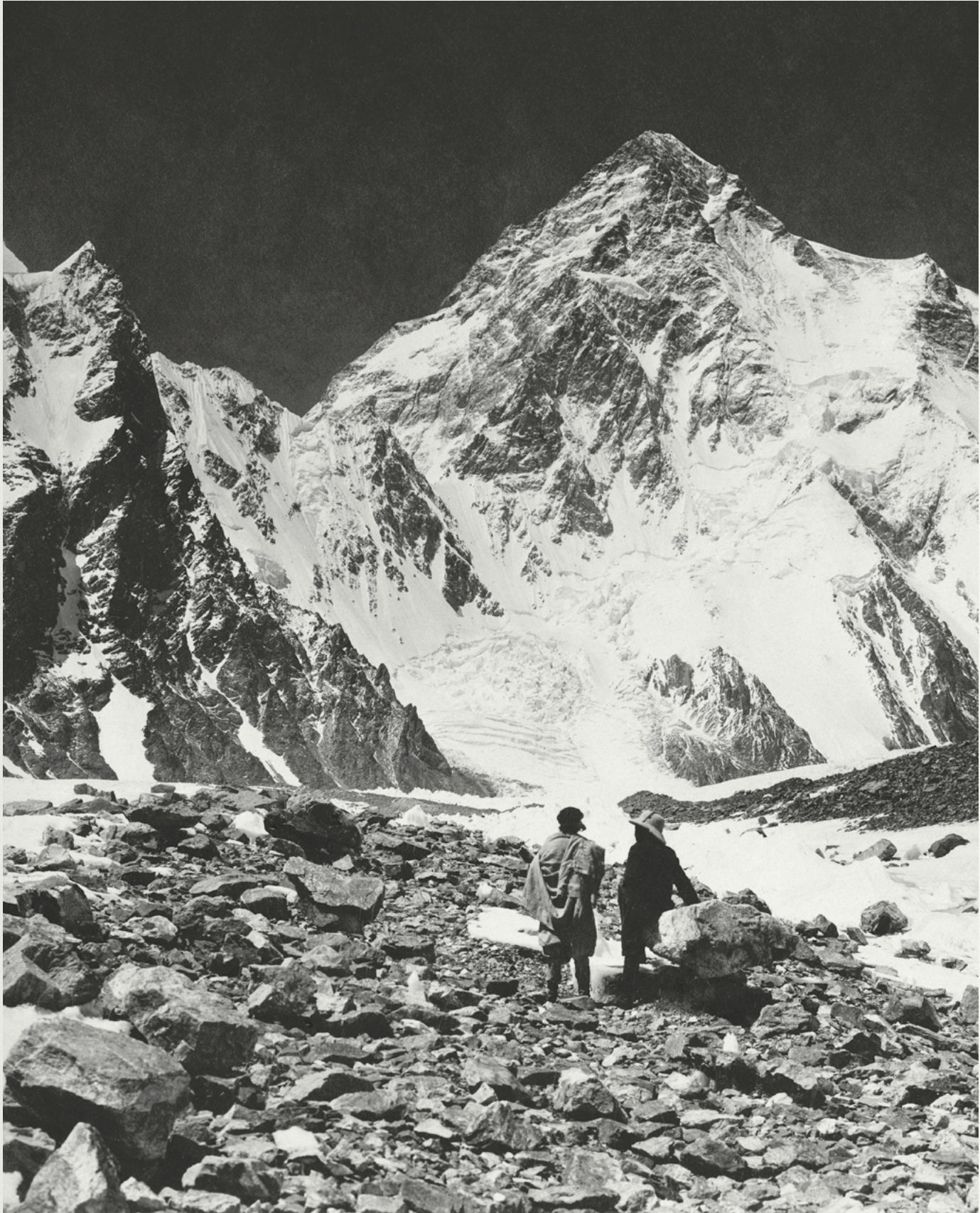
And yet, onwards
and upwards to that
looming K2 summit
we shall go.

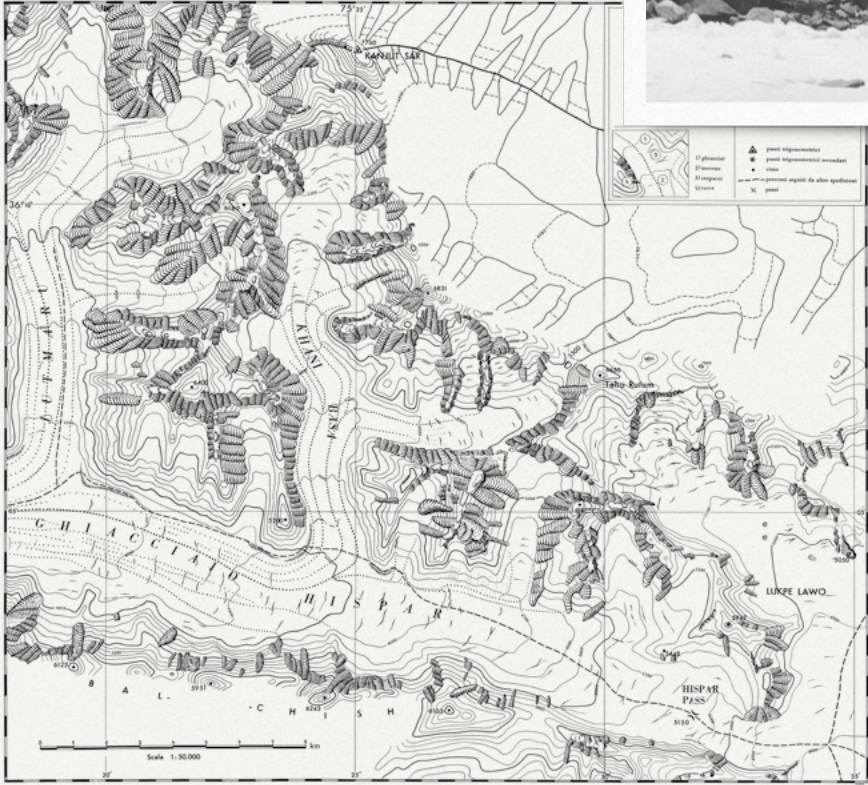


RE/ICONS KARAKORUM 1954 — 2026



EACH SUMMIT REVEALS THE NEXT. A LEGACY ALWAYS ASCENDING. THE KARAKORUM JACKET. CRAFTED IN 1954 FOR THE FIRST SUCCESSFUL ASCENT OF K2. A MOUNTAINEERING LEGEND, REIMAGINED FOR TOMORROW'S ADVENTURE.





WITH CAMP ESTABLISHED FOR THE EVENING, ATTENTION TURNS TO TOMORROW'S ROUTE. PLANNING IS ALL THE MORE COMFORTING IN GEAR INSPIRED BY THE FORESIGHT OF THE ALPINE PIONEERS WHO CHARTED THE PATH BEFORE US.

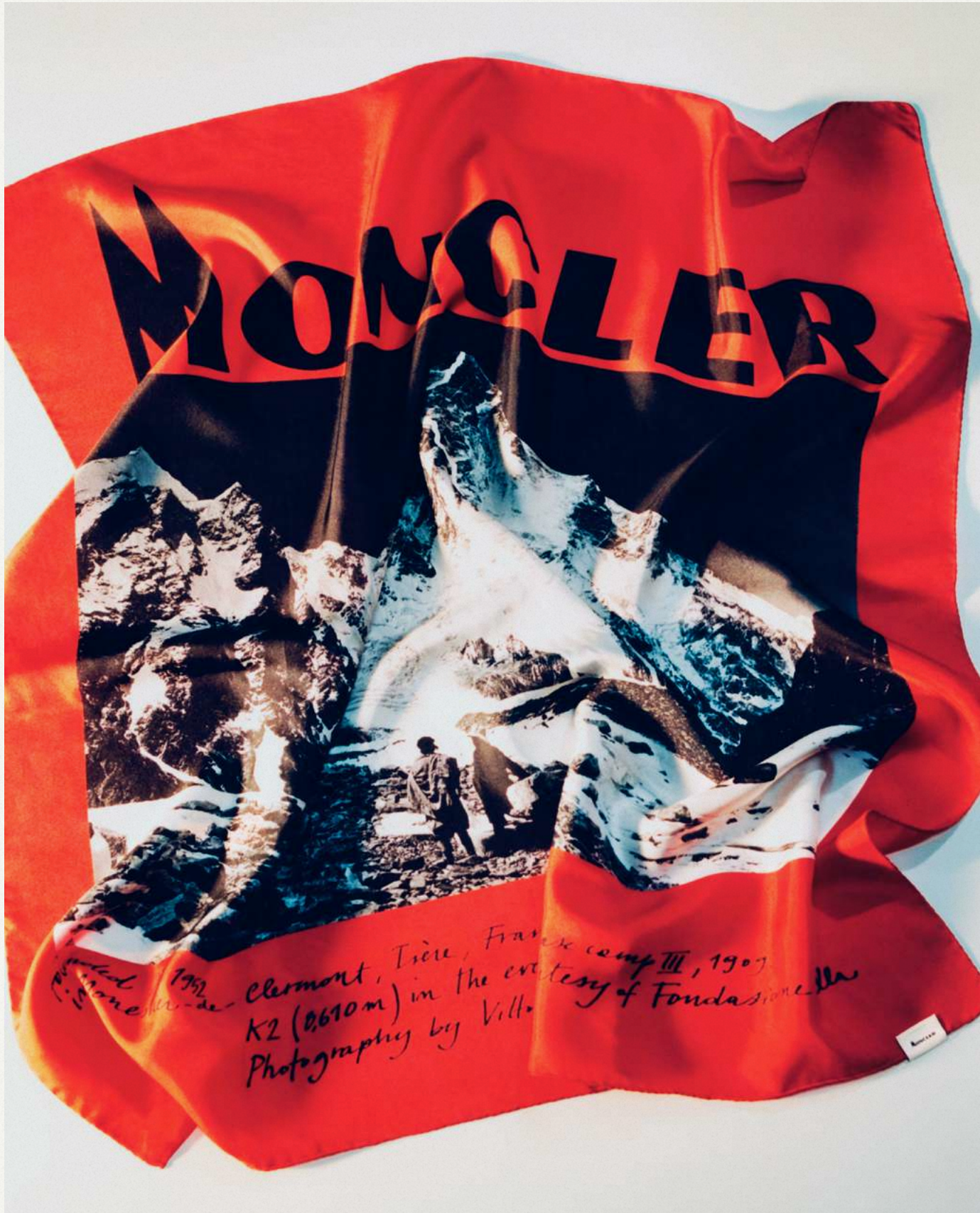
July 31st, 1954

The view from the summit...
A moment of breathless wonder.
Deafening silence,
interrupted only by
my ragged breaths.
All these grueling days
to climb and endure —
and but a moment
to rest and reflect on
K2's majesty.
Is it my imagination,
or does the next peak
already loom
on the horizon?



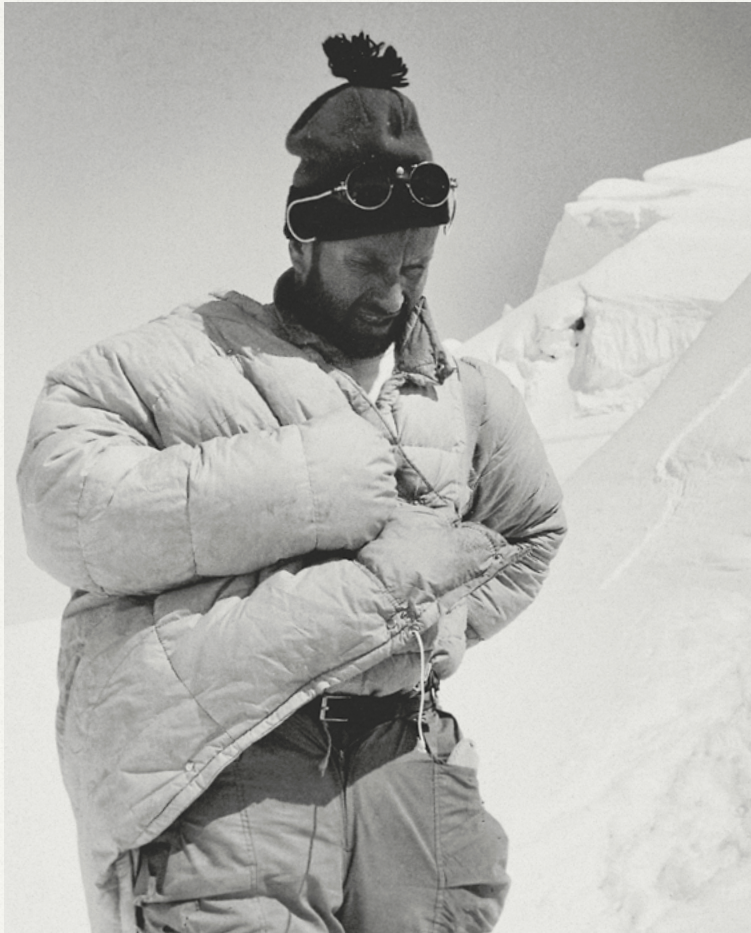


AT ONCE SOFT AND RESILIENT, THE NEW CARRIES THE MEMORY OF A HERITAGE BUILT ON DETERMINATION. KNOTTED WITH INTENTION, BUTTONED WITH CONVICTION. GARMENTS AS A SYMBOL OF STRENGTH, DESIGNED TO MOVE EVER UPWARD.



*In the shadow of the
mountain, we rest at last.
But not for long.
Ever upwards: is this the
pioneer's guiding maxim?*

PHOTOGRAPHED AT DUSK AT THE BASE CAMP OF K2 IN 1902, AN ARCHIVAL IMAGE IS PRESERVED ON A SILK TWILL FOULARD. THE MIGHT OF THE MOUNTAIN LIVES WITHIN THE SOFTNESS OF SILK, WORN AS A REMINDER THAT THE GREATEST ASCENTS ARE STILL AHEAD.

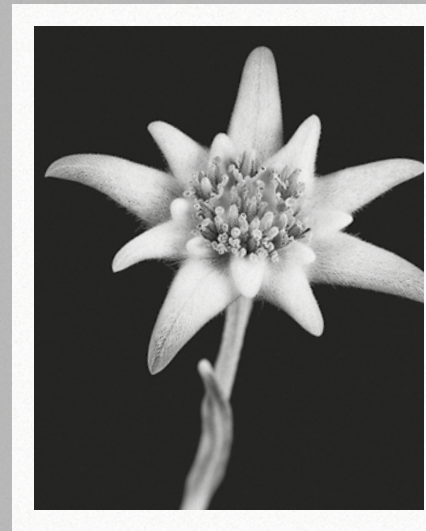


LIONEL TERRAY, LEGENDARY MOUNTAINEER AND PIONEER OF MODERN ALPINISM. IN 1954, TERRAY RECOGNIZED THE POTENTIAL OF MONCLER'S EARLY DOWN JACKETS FOR HIGH-ALTITUDE EXPLORATION, COLLABORATING WITH THE BRAND TO DEVELOP A SPECIALIZED RANGE BUILT FOR THE WORLD'S MOST DEMANDING ASCENTS.



THE KARAKORUM JACKET. YESTERDAY. TODAY. TOMORROW. LONGUE SAISON NYLON THAT HAS WEATHERED THE STORM. SIGNATURE BOUDIN QUILTING. A SNAP-BUTTON POCKET THAT HOLDS A STORY. DOWN-FILLED INSULATION. REMOVABLE HOOD. DRAWSTRING COULISSE. PACKABLE, PORTABLE WARMTH.

Verone
1980s — 2026



RE/CONS VERONE 1980S — 2026



THE VERONE JACKET. MADE FOR TOMORROW'S ASCENT. WHETHER MOUNTAIN OR METROPOLIS. DOWN-FILLED. PACKABLE. PULL-OUT HOOD. ZIP CLOSURE WITH SNAP-BUTTONED STORM PLACKET. EXTERIOR AND INTERIOR POCKETS WITH SHIELDED ZIPPERS. DRAWSTRING HOOD AND HEM. LOOSE FIT.





RE/ICONS VERONE 1980S — 2026



*There is no bad weather,
only unenlightened clothing.
An alpine creed worth noting,
preferably from the comfort of
one's own packable down jacket.
It is perhaps the companion
I cherish the most.*

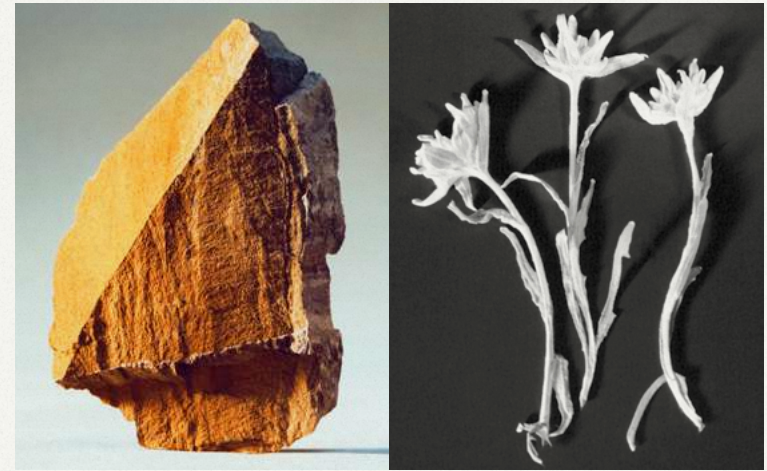
PACKABLE, PORTABLE AND ADAPTABLE TO CHANGING CONDITIONS, THE RE/ICONS VERONE FEATURES INTERNAL STRAPS THAT ALLOW THE JACKET TO BE CARRIED OVER THE SHOULDERS WHEN NOT IN USE.



*The descent- each one bittersweet.
The modern comforts that await me in the city,
cannot replace the sheer exhilaration
of these wild outdoors.
But I take a piece of the mountains with me,
wherever I may roam.*

VERONE: THE QUINTESSENTIAL MOUNTAIN PUFFER, RECLAIMED BY MILAN'S YOUTHFUL AND STYLISH PANINARI AS A CITY STATEMENT IN THE 1980S.
RE/ICONIZED FOR 2026.





RE/ICONS BEANIE AND BALACLAVA. A CARDED WOOL AND CASHMERE BLEND FEATURING A HALF-BRIOCHE STITCH AND A LOGO PATCH INSPIRED BY VINTAGE ALPINE PINS. ROOTED IN MOUNTAIN HERITAGE, ALWAYS.

*The true alpinist does not flee
the city because he fears it,
nor does he climb the mountain to hide.
Of late, I find myself as inspired by
the skyscraper as the summit.
The only thing I do fear, Diary,
is complacent domesticity.*



ALPINE STORIES OF REACHING NEW HEIGHTS. OF STANDING AT THE PINNACLE, OR PAUSING TO ADMIRE ITS MAJESTY BEFORE THE FINAL PUSH TO THE SUMMIT.
STORIES OF CAMARADERIE, COMMUNITY, AND SHARED PURPOSE. RETOLD FOR A NEW GENERATION.





*A silent, white ocean of clouds
rolls below.
Blue skies as far as the naked eye
can muster.
Knuckles raw with frozen grit,
jacket soft and pillowy.
I linger at the edge of this
mercenary mountain,
before the city beckons.*

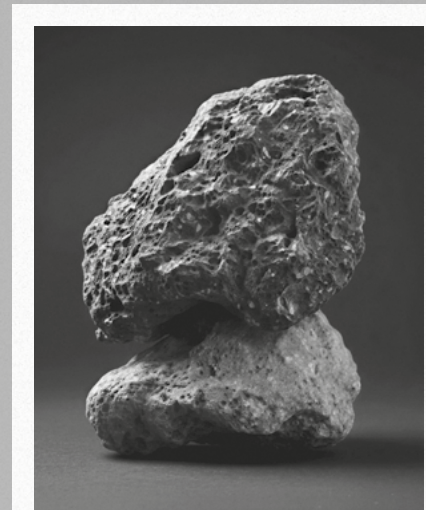


A RELAXED AND EFFORTLESS FIT, ONCE DESIGNED TO LAYER OVER PROTECTIVE BASE LAYERS FOR THE CHALLENGES OF THE MOUNTAIN, NOW DRAPED OVER CITY ATTIRE FOR THE QUOTIDIAN CLIMB.
THE SPIRIT OF THE EXPEDITION ENDURES, PROVING THAT THE JOURNEY IS DEFINED NOT BY THE LANDSCAPE, BUT BY THE WILL TO KEEP MOVING FORWARD.



FOR OVER SEVEN DECADES, WE HAVE BEEN GUIDED BY PIONEERING MOUNTAINEERS. WHAT DO THEY NEED? WHAT DOES THEIR EXPERIENCE TEACH US? HOW CAN WE ANTICIPATE
THEIR CHALLENGES BEFORE THEY ARISE? NOW, THAT WISDOM LIVES ON.

Himalaya
2009—2026

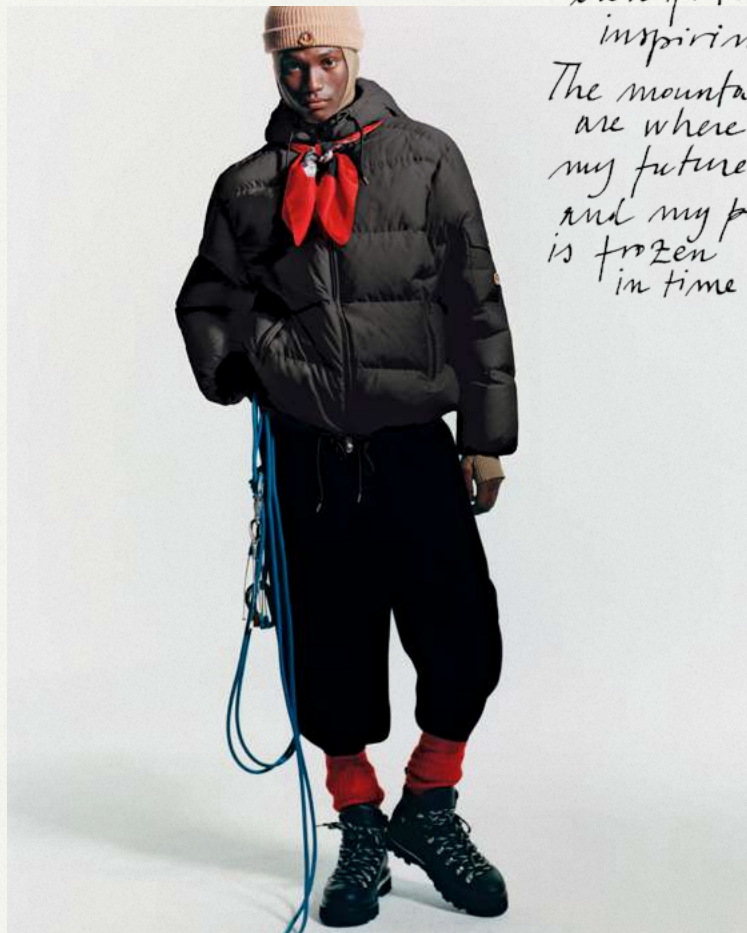


*Makalu, a true glacial giant,
once glimpsed from neighboring Everest.
Deemed an impossible feat.
Surely, that very word
— impossible —
is my greatest impetus to climb?*



WE TAKE ONLY WHAT WE CAN CARRY. TOGETHER, WE CLIMB. IN MAY 1955, FRENCH EXPLORERS LIONEL TERRAY AND JEAN COUZY ACHIEVED THE FIRST SUMMIT OF MAKALU, EQUIPPED IN MONCLER EXPEDITION JACKETS.

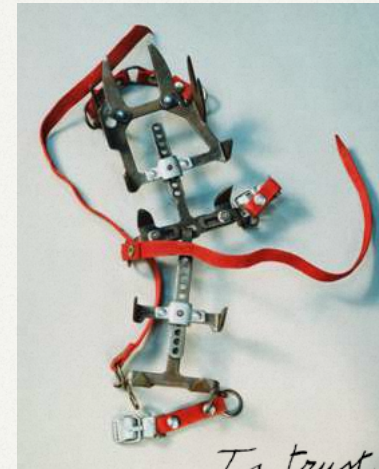




*What is legacy,
but a series of
extraordinary
moments,
each footstep
inspiring the next?
The mountains
are where
my future leads,
and my past
is frozen
in time immortal.*

DRAWING FROM DECADES OF MOUNTAIN HERITAGE, THE HIMALAYA 2026 IS CRAFTED FROM ICONIC MATTE LONGUE SAISON.
THE FIT, LOOSE AND RELAXED.





*Is trust the alpinist's
primary currency?
If so, I have spent wisely —
upon infallible equipment
and the climber beside me.*

NO ONE CLIMBS ALONE. NAVIGATING THE PEAKS AND PASSAGES OF NATURE'S GRANDEST ARCHITECTURE, THE MOUNTAIN REVEALS THE TRUE ESSENCE OF COMMUNITY. A STEADY HAND.
A WORD OF ENCOURAGEMENT. SMALL GESTURES THAT INSPIRE THE NEXT STEP, TOGETHER.



We have built our home
among the peaks.
For tonight at least.
Telescopic tents, lightweight,
seemingly windproof.
In my dreams
I soar to the summit,
and when I wake,
I hope to go higher still.





*The clouds cleared and there it was.
A summit so vast as to eclipse
the sun itself.
I can but look up in awe.
To find myself so small
in the presence of nature
is a peculiar comfort.*



*A map is a treasure.
That is, until we breach
those well-trodden lines.*

*Beyond the familiar contours,
is a landscape yet to be written.*

*From here, we must chart our own.
The group, eager and raring.*

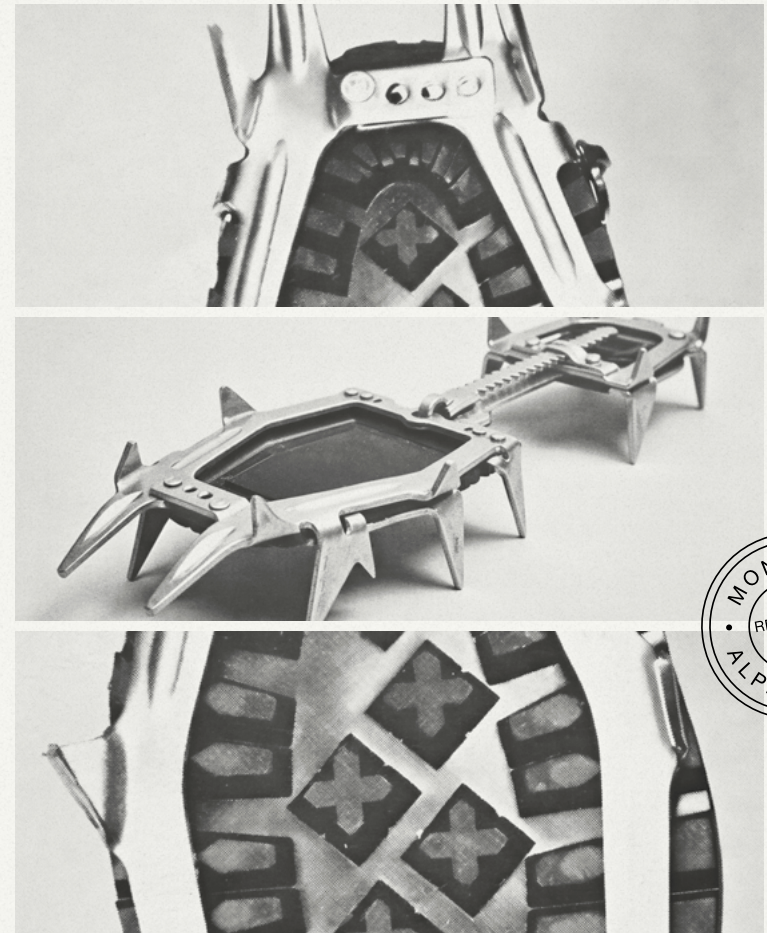
*To carve the path, or follow?
To seek the summit, or simply
arrive where others have been?
The choice is clear.*



*How to create a name
for oneself?
I share the badge of
"mountaineer"
like a medal of honor,
hard-won.
Made in the mountains.*

A BADGE OF HONOR. MONCLER RE/ICONS 2026 ICONOGRAPHY RECALLS THE BRAND'S ARCHIVE LABELS, WHILE THE SIGNATURE PATCH POCKET'S METAL LOGO IS INSPIRED BY VINTAGE ALPINE BADGES.





EVERY EXPEDITION STARTS WITH A SINGLE STEP. THE RE/ICONS HIKING BOOT PAYS TRIBUTE TO MONCLER'S FOOTPRINTS IN THE SNOW, COMBINING HERITAGE DESIGN WITH ITALIAN CRAFTSMANSHIP. ROOTED IN THE PAST. MADE FOR THE PRESENT.



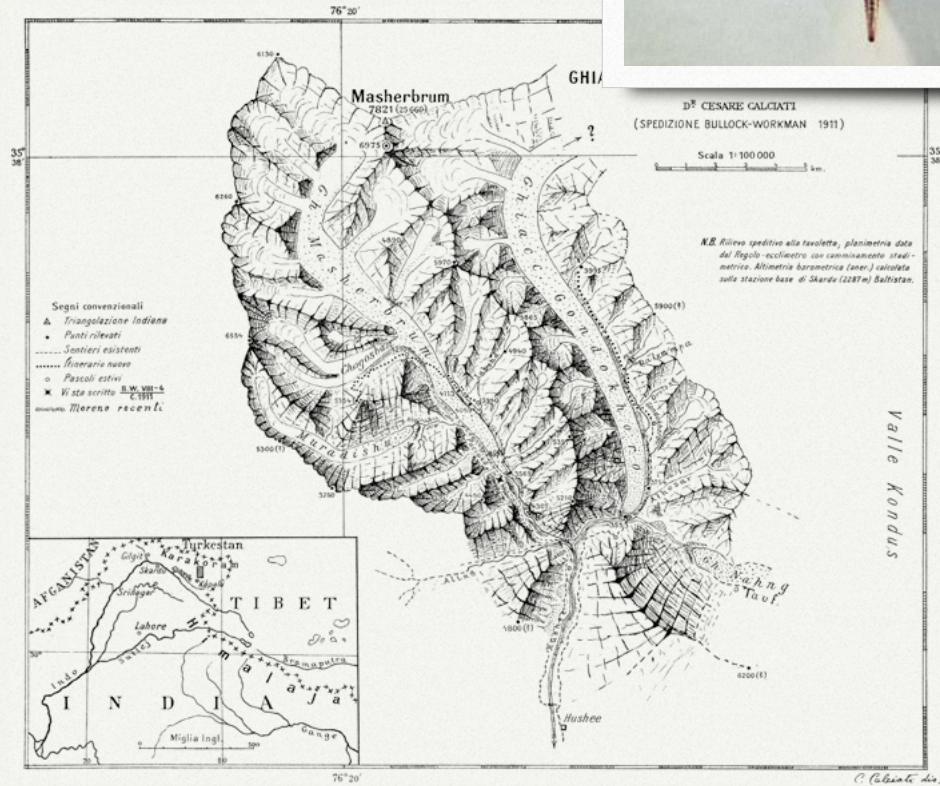
*Ambition, curiosity,
constantly propelled upward.
The first, again and again.*

*A reminder to myself,
That if you can dream it,
you can,
quite possibly, just perhaps,
reach the pinnacle,
in waking hours, too.*



Tibb
1990s - 2026



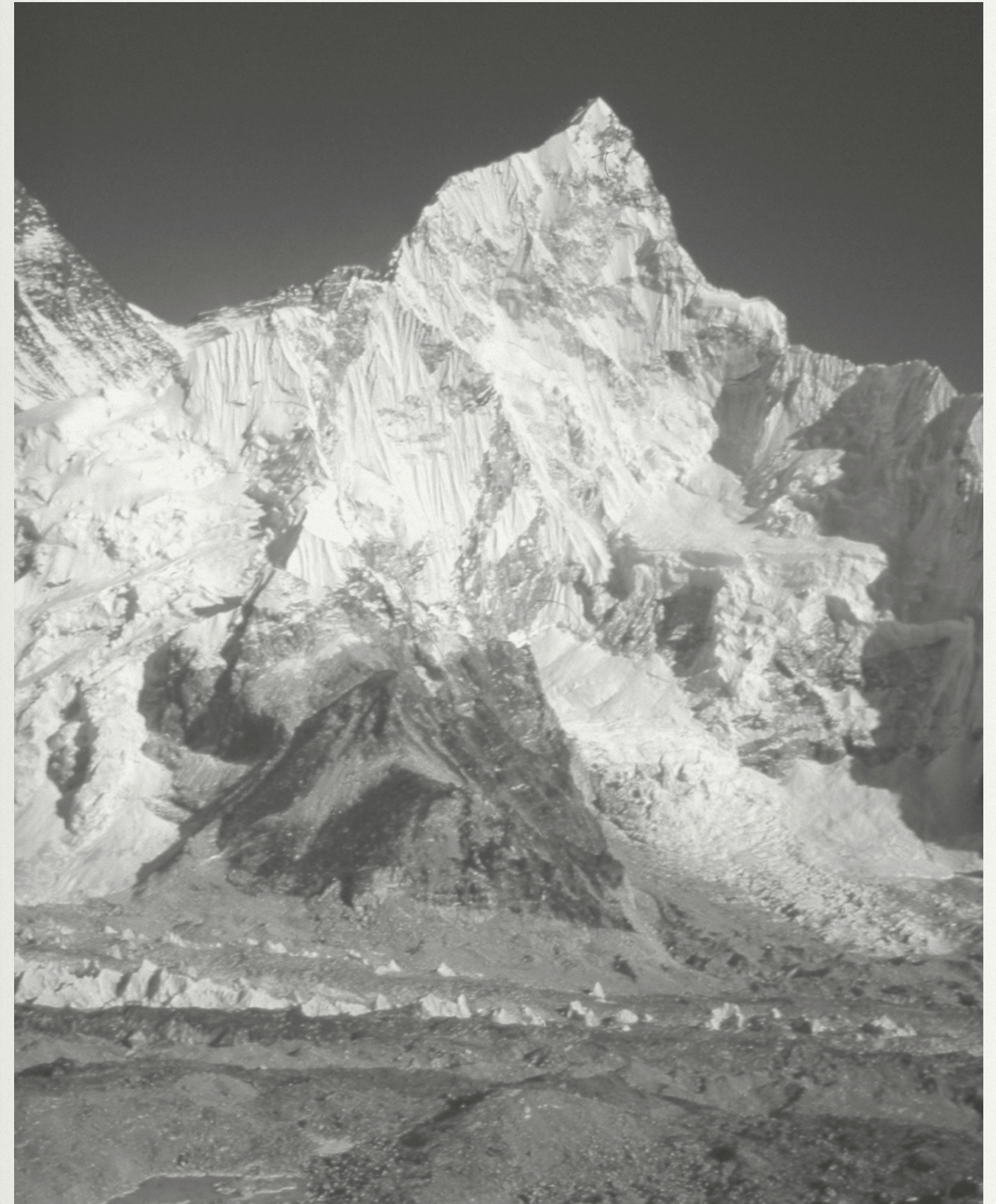


THE RE/ICONS TIBB GILET. A REVERSIBLE DESIGN IN MATTE LONGUE SAISON AND WOOL GABARDINE. A SLEEVELESS VEST CREATED TO ADAPT, WORN AS A LAYER BENEATH OR ABOVE. INSPIRED BY MONCLER'S PAST ADVENTURES, IT OFFERS A LIGHTWEIGHT RESPONSE TO THE EVER-CHANGING ELEMENTS.

*A silent labyrinth of ice,
rock, and sky,
newly opened to our boots.
We start the southern
approach as we mean
to go on, one foot in front
of the other.*



A LITTLE SOMETHING EXTRA. SLIPPED ON FOR AN INSTANT BOOST. STILL LIGHT, STILL UNRESTRAINED. WITH AN OVERSIZED FIT DESIGNED FOR FREEDOM OF MOVEMENT AND SEAMLESS LAYERING.
A VERSATILE COMPANION THAT ADDS WARMTH WHEN NEEDED AND ELEVATES EVERY JOURNEY.





*I know not where this map
may lead me.
I have studied every
inch of it.
Its veins flash upon
my eyelids when they close.
But I know this is not enough.
This paper will one day
be discarded.
And it will be just us, Diary.
Just us and the ridgeline.*

THE TIBB GILET, RE/ICONIZED IN A REVERSIBLE TWO-TONE COLOR-BLOCK DESIGN WHERE COMPLEMENTARY HUES MEET. DETAILED WITH A SIGNATURE M-TOPSTITCHED YOKE, SNAP-BUTTON CLOSURE, EXTERIOR AND INTERIOR POCKETS WITH SHIELDED ZIPPERS, AND A DRAWSTRING HEM.





*I have checked
and rechecked
my equipment.
I shall audit it once more.
There is great freedom
in being amply prepared
for whatever nature
has in store.*



THE COLLECTION FEATURES VITTORIO SELLA'S ICONIC K2 PHOTOGRAPH, CAPTURED IN JUNE 1909. A PIONEER OF HIGH-MOUNTAIN PHOTOGRAPHY, THE ITALIAN ALPINIST PRESERVED THE SILHOUETTE OF A YET UNREACHED SUMMIT, TRANSFORMING A MOMENT OF OBSERVATION INTO A SYMBOL OF AMBITION.



*In the quiet of descent,
I find myself returning
to the climb.*

*I endeavor to etch every
breath to memory,
for the air here fills
my lungs unlike
anywhere else.*

*It bites, awakens,
and in that instant,
I am most alive.*

*And so, as we turn
our steps downwards,
my thoughts are already
drawn to the next
journey that awaits.*



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MONCLER RE/ICONS CELEBRATES THE ARCHIVAL PIECES
THAT HAVE MADE MONCLER, MONCLER.
SEVENTY YEARS OF STORIES, PRESERVED.
A LEGACY STILL CLIMBING HIGHER.
A FUTURE YET TO BE REACHED.

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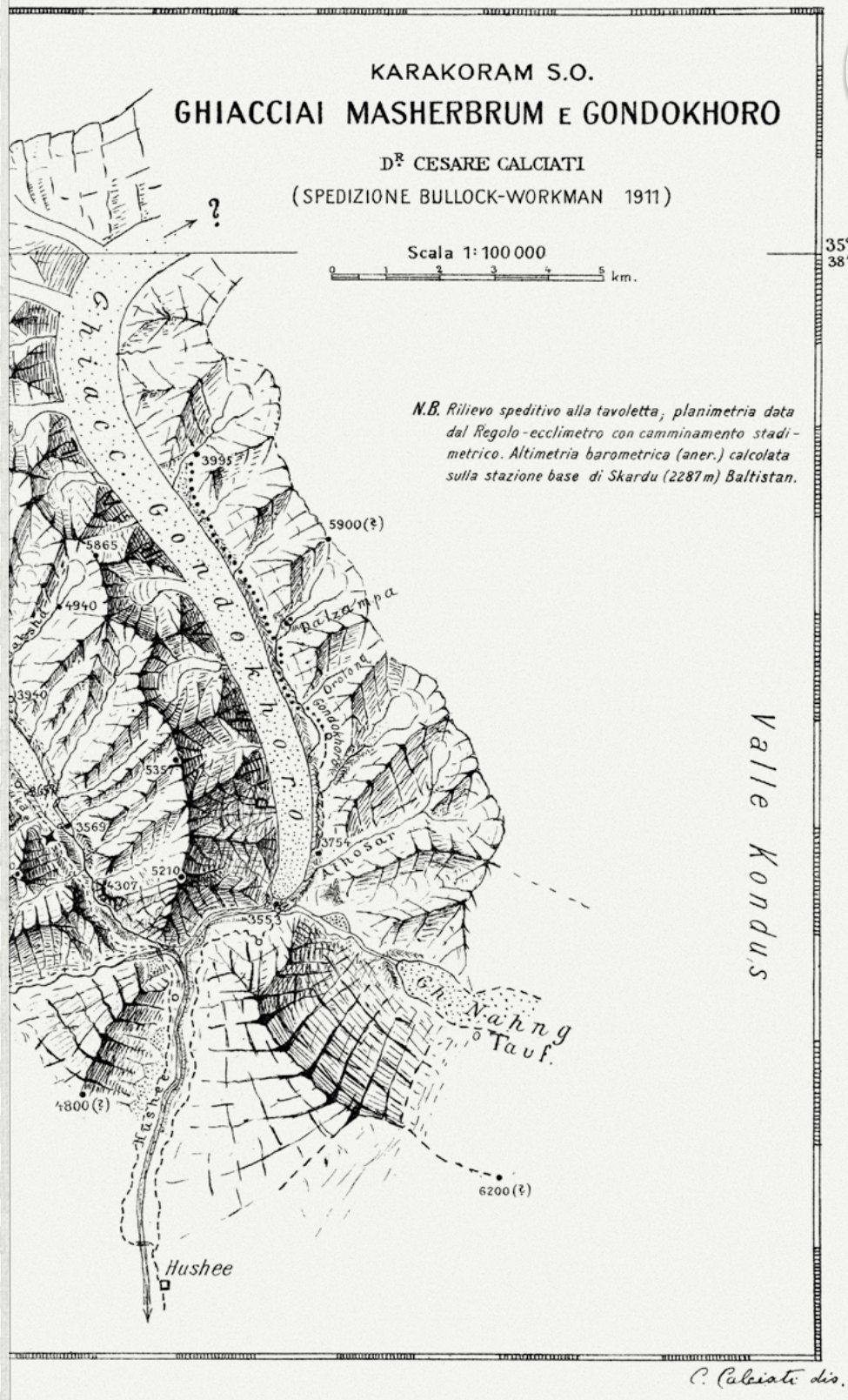
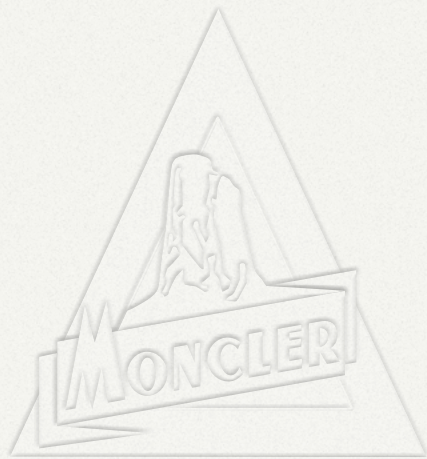
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