

# NET-A-PORTER

## NET-A-PORTER LAUNCHES 'MONCLER ENFANT' KIDSWEAR POP-UP

**December 3, 2018** – NET-A-PORTER launches a pop-up with 'Moncler Enfant', marking the e-commerce site's third venture into the category and the final kidswear collection for the year.

In keeping with Moncler Genius collection, the fall/winter 2018-19 kidswear collection hints at a return of the '80s which revolves around the brand's most iconic garment, the nylon laqué duvet, reinvented with a pop of colour.

The girls' collection offers 'Mini Me' styles that are every bit as good as the items for adults, with new oversized fits designed for purpose, as well as soft knits, fleeces and delightful dresses with romantic charm, little hats, tracksuits and rucksacks. The boys' approach is sportier, and without hesitation paves the way for an absolute metropolitan black, although there is no shortage of color throughout the whole collection.

The baby offering includes snowsuits, outerwear and all-in-ones in an extraordinary mosaic of hues, from electric blue and baby pink to white and even black, which is unexpected in this area. All of the styles are designed to protect new-borns from the bitter cold during late fall and winter.

'Moncler Enfant' will launch on NET-A-PORTER.com on Monday, December 3, and will be available for four weeks only, supported by a dedicated campaign.

### About NET-A-PORTER

Since June 2000, NET-A-PORTER has delivered incredible fashion for incredible women. From more than 800 of the world's most coveted designer brands, including Gucci, Chloe, Balenciaga, Saint Laurent, Balmain, Prada, and Stella McCartney, to more than 200 specialist beauty brands, NET-A-PORTER delivers the ultimate curation of product and content – plus new arrivals on site three times a week. A pioneer of innovation, NET-A-PORTER speaks to a global monthly audience of seven million female luxury consumers, fans and followers and features a fully dedicated editorial vertical with PORTER, which is presented in the style of a fashion magazine and is renowned for its award-winning content. NET-A-PORTER champions unparalleled customer service – offering express worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next-day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that is available 24/7, 365 days a year.

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### About MONCLER

Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through its boutiques and in exclusive international department stores and multi-brand outlets.