



MONCLER SKI RESORT

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MONCLER OVERVIEW

The Moncler brand was born in 1952 in Monestier-de-Clermont, a small village in the mountains near Grenoble, with a focus on sports clothing for the mountain.

Beginning in 2003, when Remo Ruffini invested in the Group, a process of repositioning the brand was initiated through which Moncler products take on an ever more distinctive and exclusive style evolving from a line of products used purely for sports purposes to versatile lines that clients of all gender, age, identity, and culture can wear on any occasion and where outerwear while being the Brand's identifying category, is gradually and naturally integrated with complementary products. Under his leadership, Moncler pursues a philosophy aimed at creating products that are unique, of the highest quality, versatile, and constantly evolving while always remaining true to the Brand's DNA guided by the motto [“born in the mountains, living in the city”](#).

Tradition, uniqueness, quality, consistency, and energy have always been the distinctive features of the Moncler brand that over the years has been able to evolve while remaining consistent with its DNA, heritage, and identity, in a continuous search for an open dialogue with its many consumers in the world. It is from this constant research that in 2018 a new project was born, Moncler Genius – One House, Different Voices: a hub for creative minds able to reinterpret the Moncler brand, always consistent with its history and its DNA, adopting a new way of doing business.



A skier in a dark jacket and goggles is skiing down a snowy mountain slope. The skier is in a dynamic pose, leaning forward with their poles planted in the snow. The background shows a vast, snow-covered mountain range under a clear sky. The text is overlaid on the image, with 'EXPANSION' at the top, the main title in the center, and 'MONCLER SKI RESORT' at the bottom.

EXPANSION

Brand-stretching initiative for a luxury brand in the hotel sector

MONCLER SKI RESORT

MEET THE TEAM



Dyann Collier

- Research
- Brand strategy



Samiksha Chopra

- Brand strategy
- Marketing+ Communications
- Graphic Designer
- Project management



Sneha Singh Nagar

- Research
- Brand strategy
- Visual narrative
- Marketing communication
- Co-ordinating and management



Zaria Foster

- Research
- Competitor Analysis
- Brand strategy



SKI RESORT

THE NEW INITIATIVE

The Moncler Ski Resort in the French Alps will attract mainly two types of consumers, people looking for a modern luxury experience and the niche consumer segment craving an adventure trip.

This architectural wonder will be a modern take on the traditional chalet and will offer amenities like the infinity pool, hot tubs, and a spa center.

Other activities offered will include helicopter tours of the Alps, gondola rides, and snow mobile tours.

Dedicated to constantly evolving and offering the most unique experience, this resort will extend the brand story and welcome consumers to be a part of the Moncler vision.

WHY MONCLER SKI RESORT?

Moncler was born in a small village in the French Alps centered around mountaineering and the outdoors. The brand is rooted in an area that is popular for winter sports, and opening a ski resort in the French Alps would be a natural extension of the brand.

A resort offering a variety of winter sports and activities would be a destination for not only fans of the brand, but also outdoor enthusiasts and would be staying true to Moncler's mission and values.

Moncler has 5 key values:

Push for higher peaks

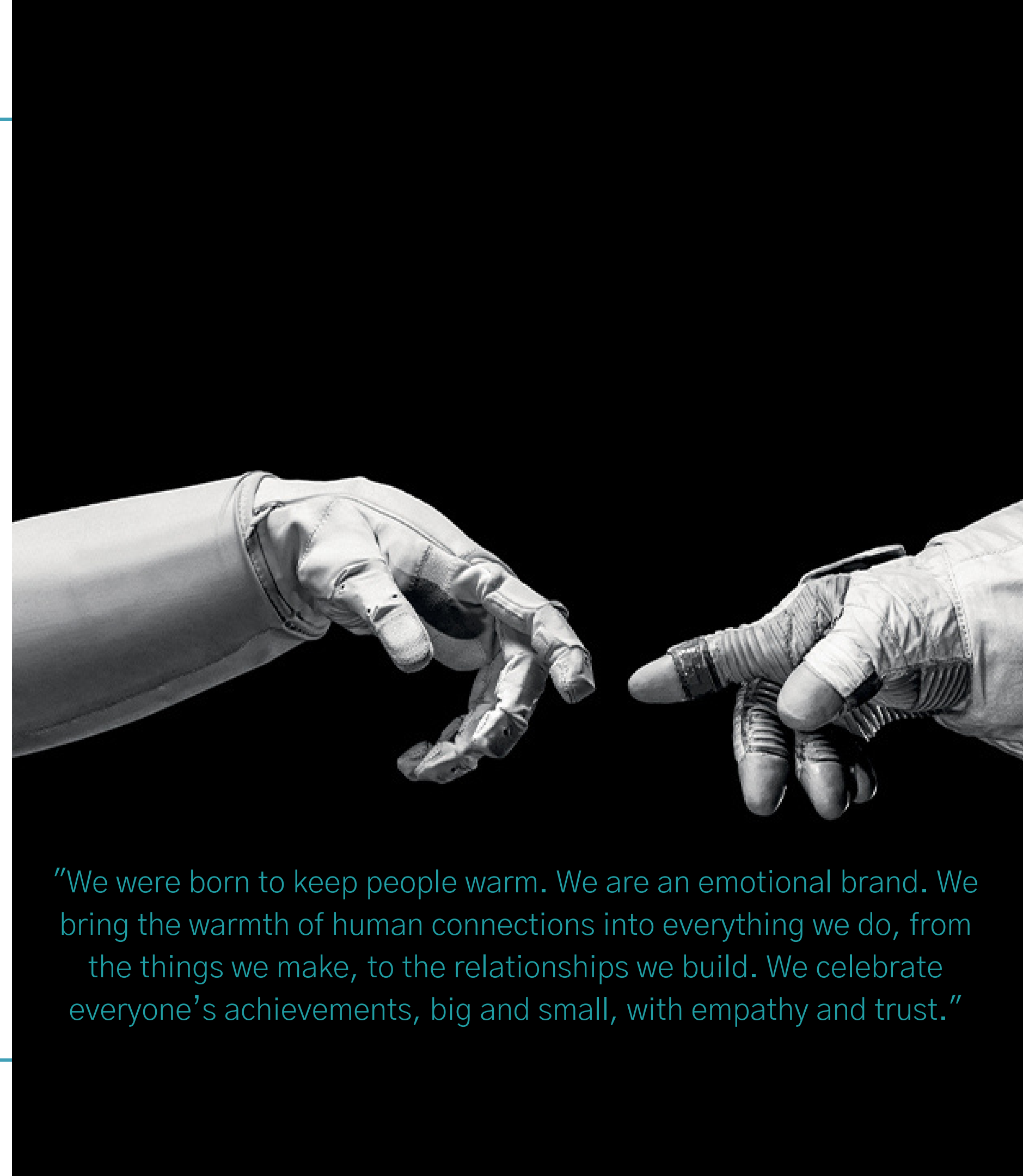
One house, all voices

Embrace crazy

Keep warm

Create and protect tomorrow

All of these ideals would be expanded upon with the resort concept and reinforce Moncler's original vision and purpose.



"We were born to keep people warm. We are an emotional brand. We bring the warmth of human connections into everything we do, from the things we make, to the relationships we build. We celebrate everyone's achievements, big and small, with empathy and trust."



WHY MONCLER?

Support the original vision for Moncler

A winter sports resort would give clients the opportunity to use their Moncler gear for outdoor activities in a luxury setting.

To increase brand awareness

Moncler is known to have pop-up shops in high-end ski towns around the globe. The success of these pop-ups could be an indicator of interest in the brand and the willingness of travelers to take it a step further at a Moncler resort.

Further the mission of the Moncler values

Guided by the motto: "born in the mountains, living in the city." the brand could stray true to its mountain roots, but provide a place for its city customers to vacation, enjoy sport, and learn more about the Moncler vision.

PART 2: COMPANY ANALYSIS

A person is seen from behind, sitting on the edge of a large, rectangular hot spring. The water is steaming, and the background features a range of snow-capped mountains under a cloudy sky. Several large, dark, rounded pots with reeds are placed along the edge of the pool. The overall scene is peaceful and scenic.

COMPANY ANALYSIS

BUSINESS MODEL

- Current Model
- New Business Model
- Business model canvas

SITUATIONAL ANALYSIS

- SWOT Analysis
- Market positioning
- Brand Identity Prism
- Porter's five forces Model

TREND ANALYSIS

- Key trends

BEST PRACTICES

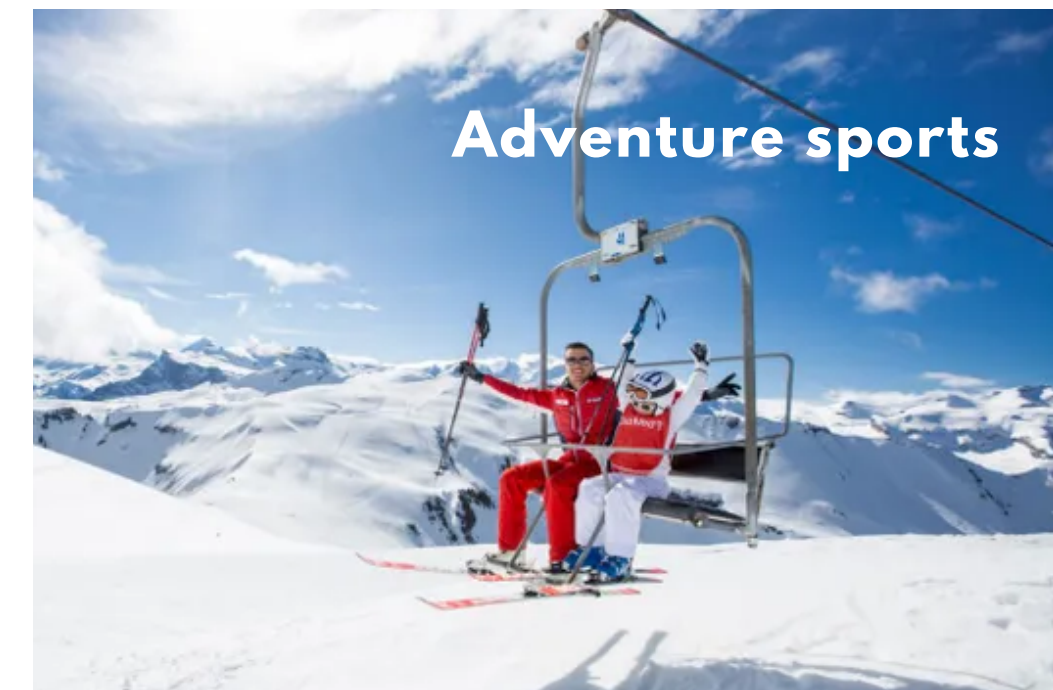
KEY SUCCESS FACTORS

CURRENT MODEL



Ready-to-wear, accessories, perfumes, and skiwear for men, women, and children.

NEW BUSINESS MODEL: MONCLER SKI RESORT



BUSINESS MODEL CANVAS

KEY PARTNERS • Investors • Insurance companies • Travelers • Payment providers • Booking partners • Airlines/ Transportation partners • Professional photographers	KEY ACTIVITIES • Customer Experience • Transportation/ Accessibility	VALUE PROPOSITION • Luxury experience • Adventure sports • Helicopter tours • Gondola rides • Snowmobile tours • Spa center + infinity pools + hot tubs • In-house bar + restaurant • Presidential suites	CUSTOMER RELATIONSHIPS • Customer service • Automated services • Housekeeping	CUSTOMER SEGMENTS • Adventure tourists • Luxury buyers • Baby boomers– Millenials– Gen Z
	KEY RESOURCES • Property in location • Adventure sports equipment • Cutting-edge technology		CHANNELS • Digital media • Social media • Print ads • OOH	
COST STRUCTURE • Infrastructure • Technology • Marketing • Staff	• Sports infrastructure • Roads/ accessibility • Transportation arrangements • Helicopters and other vehicles • Construction		REVENUE STREAMS • Luxurious suites • Adventure sports & such • Winter wear collections • Restrobar • Spa center & other facilities	

An aerial photograph of a mountain village at night. The village is nestled in a valley, with its buildings illuminated by warm, golden lights that contrast with the cool blue tones of the snow-covered mountains and the twilight sky. The mountains are rugged and covered in a thick layer of snow, with some rocky outcrops visible. The village itself is a mix of traditional and modern architecture, with many buildings having dark roofs and glowing windows. The overall scene is serene and picturesque, capturing the essence of a winter resort.

STRENGTHS

- Strong brand heritage and DNA
- A brand built on the desire to keep warm during winter sport
- Successful collaborations and innovative design concepts
- Excellence in product quality and innovation
- Beautiful retail spaces
- Unique positioning in the luxury sector

WEAKNESSES

- Lack of middle-market exposure
- Not recognized as a hospitality brand yet
- Limited product range
- Majority of clothing for winter activities
 - Need to expand product assortment for other activities offered at the resort





OPPORTUNITIES

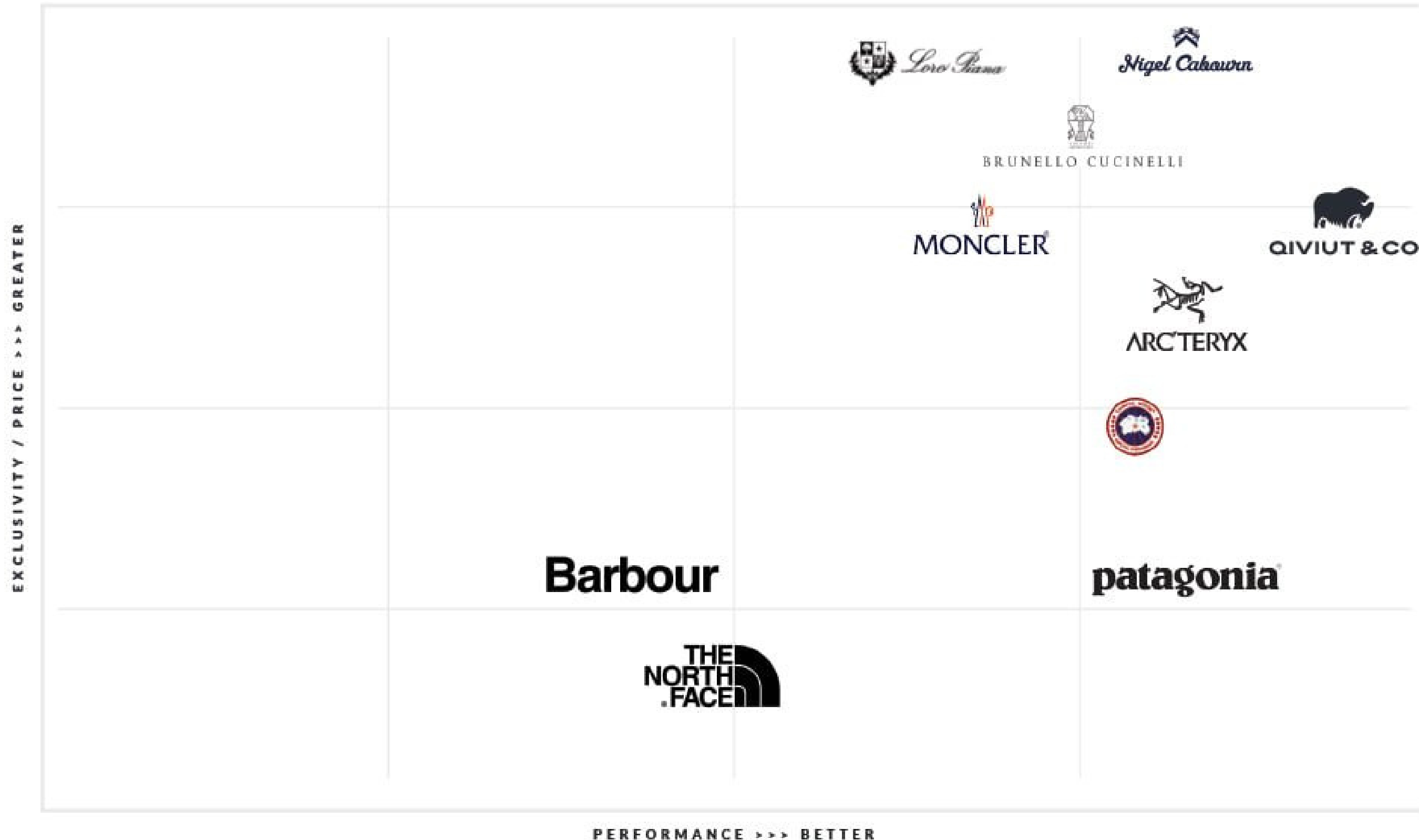
- Expand global brand awareness
- Attract new customers to the brand
- Implement art and design initiatives
- Offer exclusive ways for guests to experience Moncler
- Retail boutiques on-site at the resort
- Reach all age levels by offering unique winter sports experiences, a full-service spa, helicopter tours, and mountain/village excursions.

THREATS

- More affordable resort options
- Extremely competitive segment
- Finding and acquiring prime real estate for resort location and activities
- Difficulty in traveling to the resort
- Start-up and overhead costs
- Decrease in travelers during the off-season
- Effects of the pandemic on the industry



MARKET POSITIONING MAP



BRAND IDENTITY PRISM

Physique

Fashion-forward cold-weather gear for men and women

Personality

Posh but playful enjoys the city and the outdoors

Relationship

Exclusive, durable, flattering, technical

Culture

Sophisticated, High tech, Alps lifestyle

Reflection

High social position, in-the-know sportsman, luxury-seeking

Self-Image

Polished and powerful, business people on vacation



PORTER'S FIVE FORCES

Bargaining power of consumers: Low

- Luxury guests seek experiences.
- Being brand loyal can come as an advantage initially and further build loyalty in the hospitality business with the unique experience provided.

Bargaining power of suppliers: Low

- Pre-existing suppliers because a well-established hotel sector is established in the location.
- Because of high-quality standards requirements in the hotel sector, the competition is high among suppliers.



The threat of New Entrants: Moderate

- As more and more luxury brands are moving into the hotel sector there's a good amount of threat.
- A huge investment and risk of expansion.

Threats of substitute products: Moderate

- As new trends are emerging and the standard to provide uniqueness is growing there is a competition to provide enhanced services in the hotel sector.
- Because there is high demand in the hospitality sector more and more people are willing to spend on leisure activities and the unique experience each hotel or resort provides.

KEY TRENDS WITHIN LUXURY HOTEL SECTOR

1

Bleisure Travelers & Hotel Work Spaces

Hospitality venues are being used as make-shift offices for leisure travelers, as well as locals seeking a change of work environment.

They can adapt their offerings to meet the wants and needs of this segment such as ample plug sockets, free high-speed WiFi, and great coffee.





KEY TRENDS WITHIN LUXURY HOTEL SECTOR

2

Holistic Hospitality, Health & Well-Being

The usual beauty and relaxation spa offerings are rapidly growing demand for health diagnostic technology and bespoke treatment plans delivered by experts who conduct personal or group sessions to develop vitality, healing, stress management, emotional balance, mindfulness, and better sleep.

KEY TRENDS WITHIN LUXURY HOTEL SECTOR

3

Digitalized Guest Experience

Apps are increasingly crucial in the way hoteliers manage the services they provide to their customers. Technology-assisted options are more widely used, such as mobile check-in, contactless payments, voice control, and biometrics. Consumers who have become accustomed to unlocking their smartphones and laptops using facial recognition will expect the same convenience accessing their hotel rooms.





KEY TRENDS WITHIN LUXURY HOTEL SECTOR

4

Sustainability

Simple eco-friendly switches include replacing miniature toiletries with larger, locally sourced dispensers, choosing ethically produced bedsheets made from organic materials, and reducing energy consumption with smart bulbs. Vegetarian and vegan options also harbor well-known environmental advantages.



BEST PRACTICES: LUXURY HOTEL SECTOR

Personalized Experiences:

Guests want fine wines and rich fabric, but they want greater personalized attention.

For example, a luxury hotel might create a gentleman's experience replete with a whiskey bar, cigar bar, bespoke suiting in the hotel, and a state-of-the-art fitness center.

BEST PRACTICES: LUXURY HOTEL SECTOR

Technology:

The rise of the digital community signifies that competition is rife.

Hotel technology is playing a significant role and its presence is only expected to increase in the coming years.





BEST PRACTICES: LUXURY HOTEL SECTOR

Unique experience:

Hotels are also capitalizing on the desire for rich experiences by creating themed environments or lifestyle hotels.

Lifestyle trends that today's guests want include an authentic local environment, food and cooking, wellness, and health.

BEST PRACTICES: MONCLER

Moncler's success is based on a unique and consistent brand strategy, which also depends on the ability to develop innovative products that are strongly “anchored” to the history of the Brand.

Heritage, uniqueness, quality, creativity, and innovation are the terms used in Moncler to define the concept of “luxury”.





BEST PRACTICES: MONCLER

Unique:

Moncler Genius – One House, Different Voices collections take on a strategic relevance. They bring together different interpretations and visions of the Brand under the same “roof”, generating a new synergetic creative energy, while always remaining true to the Brand’s uniqueness.



BEST PRACTICES: MONCLER

Consistent Quality:

Moncler's team of designers works under the close supervision of Remo Ruffini, who sets design guidelines and oversees their consistent implementation across all collections and product categories.



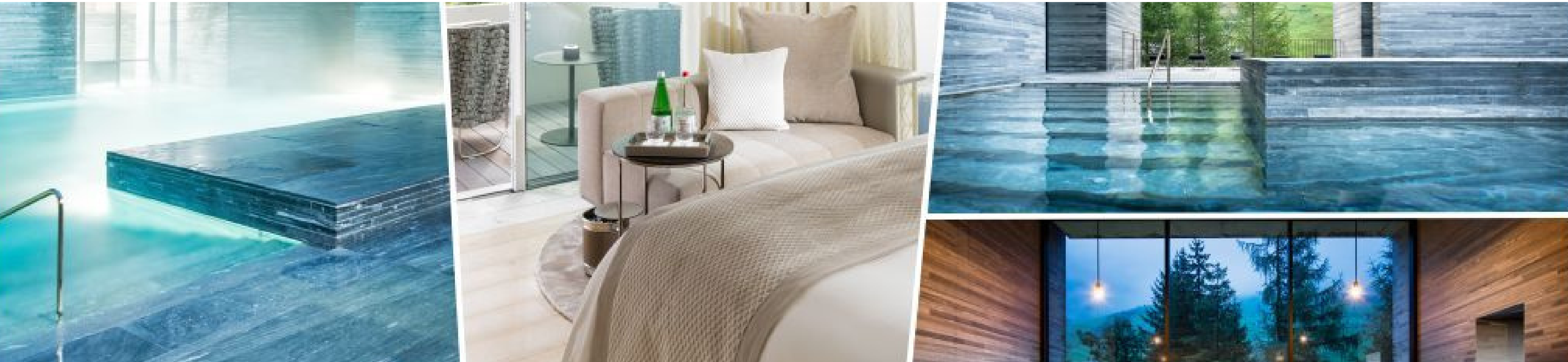
BEST PRACTICES: MONCLER

Innovative:

The Moncler Men's, Women's, and Enfant Collections are born from the fusion of research, innovation, and luxury expressing the brand's DNA: they meet the needs of different consumers, multiple uses, and lifestyles.

Moncler Grenoble has become a technology and style innovation lab for the sporty consumer with an interest in performance, design, and innovation

KEY SUCCESS FACTORS: MONCLER SKI RESORT EXPANSION



Unique and personalized experience

- The days when accommodation was just a place to spend the night when traveling are over.
- More and more people are choosing to stay in unusual accommodation, with accommodation becoming the central element of the trip.
- As the demand is exponential, the offer follows and we see more and more unusual accommodations emerging.



KEY SUCCESS FACTORS: MONCLER SKI RESORT EXPANSION

State of the art technology

- Modern hotels appeal to customers in several different ways, including the quality of customer service, the facilities on offer, the design of the property, but also through hotel technology too.
- This technology is often used to deliver a superior customer experience, and it is especially important to do so in the era of COVID, when those customer expectations are changing rapidly and when people need to be convinced it is worthwhile to travel.

PART 3: TARGET CONSUMER ANALYSIS

A grayscale photograph of a person sitting on the edge of a hot spring, looking out at a mountain range. The scene is misty, and there are several large pots with plants along the edge of the pool.



TARGET CONSUMER ANALYSIS

LIFESTYLE ANALYSIS

- Demographics
- Interests
- Activities
- Opinion/Beliefs

BEHAVIORAL ANALYSIS

- Purchase behavior
- Occasion/Timing
- Benefits Sought
- Customer Loyalty

COMPETITIVE ANALYSIS

- Global brands
- Local brands

KEY FACTORS FOR TARGET CONSUMER

LIFESTYLE ANALYSIS

DEMOGRAPHICS

High earning individuals with expendable income, live and work in the city but appreciate the outdoors, prioritize wellness

INTERESTS

Traveling, wellness, socializing, food and beverage, fashion, finance

ACTIVITIES

Skiing, adventure sports, hiking, yoga, shopping, dining out, relaxing

OPINIONS

Work hard, play hard. Travel and relaxation are rewards for a job well done. Fashion is an extension of your personality.



DEMOGRAPHICS

Income

- High-income individuals
- Earning ~100k per year
- HENRYs and financially established individual
- Have significant expendable income after investing and saving

Age

- Millennials (26–41)
- Gen Z (10–25)
- Gen X (42–57)
- Baby Boomers (58–67)

All ages welcome – but with a large millennial focus.

Education

- Four year degree
- Large part of the target segment hold masters degrees – especially MBAs

Socio-Economic Status

- High Socioeconomic status
 - Elevated family income
 - Occupational success and prestige
 - Parents are college educated



INTERESTS

Traveling

- Sees value in traveling
 - Looking for experiences rather than products
- Travels for cultural, status, sport, and relaxation purposes

Wellness

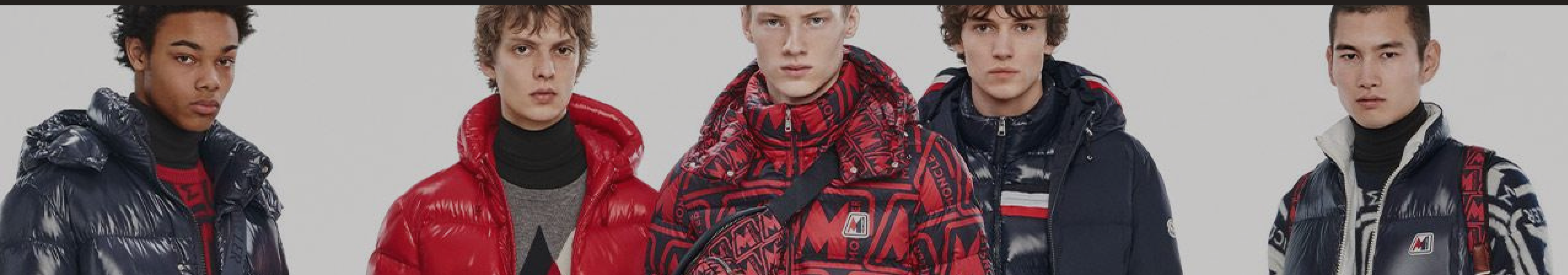
- Prioritizes health and wellness
- Seeks out mindfulness practices like meditation and yoga
- Conscious of food and drink choices

Career Success

- Genuinely enjoys working
- Have a strong work ethic
- Knows they have to have career growth in order to live the lifestyle they want to live

Socializing

- Prioritizes spending time with friends and family
- Values time with loved ones over material objects
- Searching for a diverse community



ACTIVITES

Winter Sports

- Enjoys outdoor sports such as skiing, mountaineering, snowmobiling, snowshoeing
- Likes adventure and seeks out adrenaline rushes

Exercise

- Finds time in their busy schedule to workout.
- Drawn to high-end studios with small class sizes (pilates, boxing, barre) and personal training

Fine Dining

- Dining is a full experience for them – it can encompass luxury, socializing, trying new foods and beverages, and getting a hard-to-book reservation can give a social edge

Realxing

- This group appreciates relaxation, especially because they are such hard-working and driven. See relaxing as a reward for a job well done or working long hours



OPINIONS & BELIEFS

Work Hard / Play Hard

- Driven and focused on the task at hand whether that be work or play
- Gives 100% at work so they can fully enjoy themselves during time off

Quality Over Quantity

- As they age – they start seeking out classic quality – products that will last
- Believe that purchasing products that last longer is more sustainable for the environment

Rewarding Oneself

- Feels like hard work merits a reward – such as a vacation or time with friends
- This is also seen in the form of purchasing luxury products

Presentation

- Concerned with how they are viewed by others and want to present themselves in the best light
- Believe that fashion is an extension of the personality



BEHAVIORAL ANALYSIS



PURCHASE BEHAVIOR

- High spenders
- Willing to pay more for comfort and convenience
- Travels more than once a year
- Indulge in activities

OCCASION/TIMING

- Recurring
- Personal trips/ annual trips
- Holiday seasons

BENEFITS SOUGHT

- Exceptional customer service
- Unique experience
- Superior quality and amenities
- Sense of belonging
- Elevated status

CUSTOMER LOYALTY

- Sense of belonging
- Elevated experience
- Client relationship

BEHAVIORAL ANALYSIS

PURCHASE BEHAVIOR

- High average disposable incomes combined with the effects of a post covid digital world pushes these demographics to travel more now than ever.
- The target demographic is believed to put comfort and convenience first and is willing to pay more in such cases.
- Millennials are considered the most educated and highest earning individuals who are well adept with what's going around the world. Exploring and travelling for them is not just about unwinding but also learning and unlearning in new parts of the world. This demographic likes to travel more frequently and probably has the highest purchasing power.
- Highly exposed to social channels, they learn about trends and are interested in trying new things whether for themselves or their personal branding.
- Baby boomers, our second important demographic, are the ones who save and spend big on vacations. They avoid unnecessary expenses to enjoy important things in life.



BEHAVIORAL ANALYSIS

OCCASION/TIMING

- Millennials and Gen Z are more conscious generations and keen on exploring beyond their known. They prefer to take small trips year round and plan atleast one big trip annually.
- Traveling for work is a part of many industries, and we see most of our demographics fit into the business traveler category.
- Holiday seasons are generally the greatest motivators to be around loved ones and family. Most big vacations are alsoplanned around festivities.



BEHAVIORAL ANALYSIS

BENEFITS SOUGHT

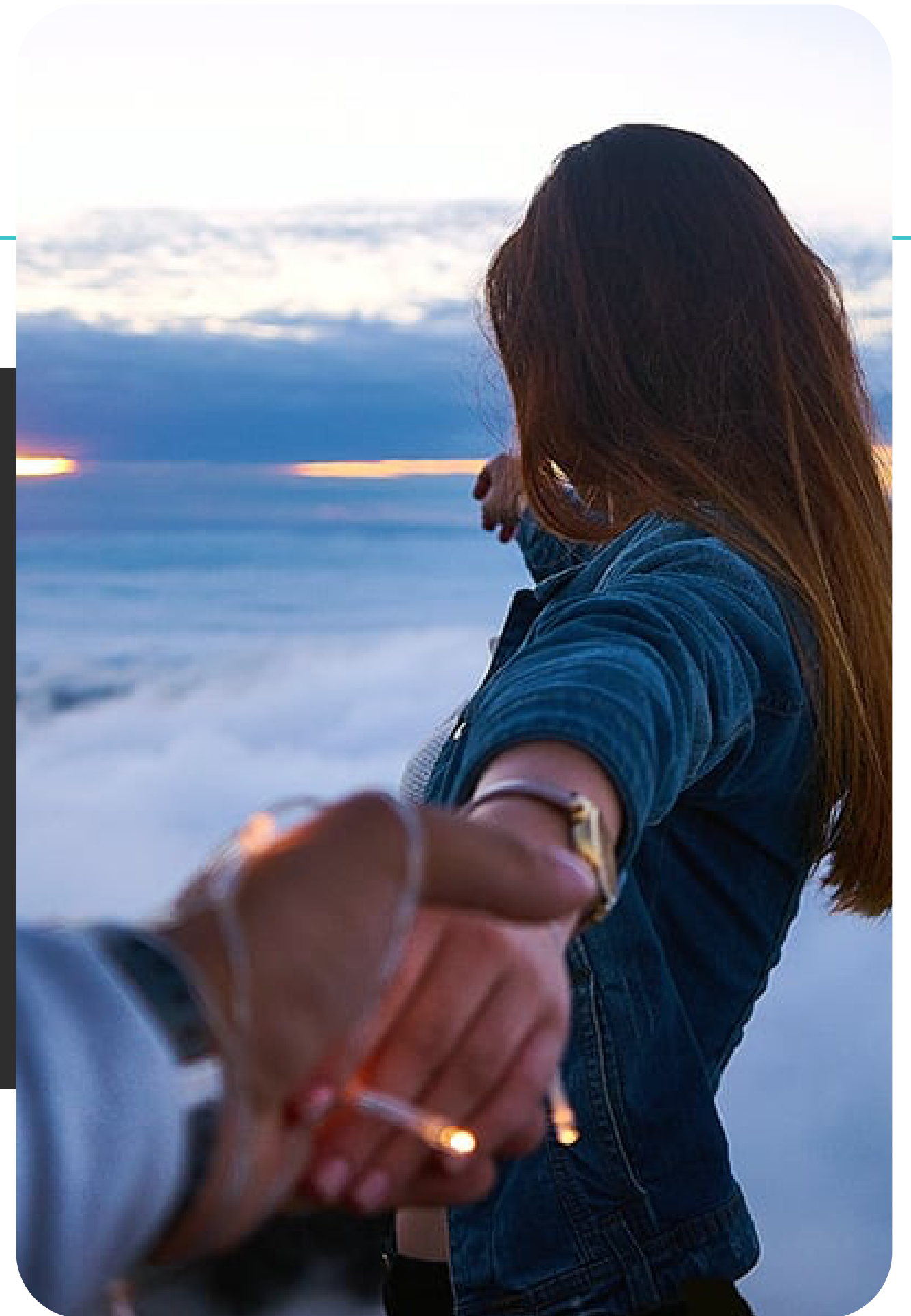
- Exceptional customer service for comfort and convenience
- Unique experience for the soul
- Technologically powered to make life easy
- Digitally connected to keep in touch with friends and loved ones
- Access to environment to satisfy a yearning for exploring
- Recreational activities for adrenaline rush or thrill
- Superior quality and amenities
- Sense of belonging
- Elevated status for personal branding and image



BEHAVIORAL ANALYSIS

CUSTOMER LOYALTY

- Sense of belonging is the biggest factor in retaining a customer and converting them into a permanent/frequent visitor. Our demographics appreciate their needs taken care of and will extend their gratitude by repeat visits.
- Elevated experience is the key to attract our potential demographic as they are easily swayed by other attractions that they browse.
- Client relationship has never been more important because of the high supply and intense competition. Our demographic is aware that they have plenty options and hence they look for a place that fits their ambitions and suits their personalities.





COMPETITIVE ANALYSIS: GLOBAL

THE RITZ-CARLTON, LAKE TAHOE

Location: Truckee, California, USA

- Their price ranges from \$500–\$1,200
- Can ski in and out of the hotel. A valet will have all your gear waiting for you. Then unwinding after a day on the slopes, there is a 17,000–square–foot slope–side spa, specializing in locally themed treatments.
- There is a gondola in the backyard to take people up the slope and a complimentary shuttle service to Truckee in the winter. Rent equipment or sign up for ski lessons from the hotel’s efficient and knowledgeable concierge.
- The Lake Club is an exclusive retreat. For an additional access fee, people can enjoy multi–level dining, a private boat pier, an outdoor whirlpool, a fire pit, and panoramic views.
- During peak times of the year, the ski season runs through early April, traffic can be terrible. Therefore, you can avoid a three–day holiday weekend, and extend your stay.



COMPETITIVE ANALYSIS: GLOBAL

THE LITTLE NELL

Location: Aspen, Colorado, USA

- Their pricing ranges from \$1,400–\$2,100.
- This is a five-star hotel and is the perfect location to hit the slopes. The suite features vaulted ceilings showcasing mountainside views, while others overlook the former mining town. They have a well-equipped gym, outdoor pool, and Jacuzzi.
- Located at the base of Aspen mountain next to the gondola and is the only ski resort in town with ski-in-and-out abilities. The patio at Ajax Tavern (Little Nell's restaurant) is the perfect place to hold court after a long day at the slopes.
- Known for their exemplary wine program, you can partake in an exclusive wine dinner, and set up a meeting with one of the hotel's sommeliers.
- Offers a health center with luxuriously appointed locker rooms, showers, and steam rooms. Can be serviced in the comfort of your own room with a massage or a facial.



COMPETITIVE ANALYSIS: LOCAL

AIRELLES COURCHEVEL, LES AIRELLES

Location: Courchevel, France

- Their price ranges from \$1,025–\$1,523
- One of the largest skiing areas in the world is called Les Trois Vallées which offers skiers summits for every level and taste.
- Ski butlers carry your skis and put on and take off your boots. They can heat them and outfit you with a pair of slippers when it's time to head inside for lunch.
- Les Airelles Courchevel is a seasonal property, open from December through May.
- It is a winter destination full of championship sporting events, fine dining, and entertainment. Aquamotion is a 15,000m² water complex with a state-of-the-art wellness center, countless pools, and water sports facilities.
- No need to walk around they have an Audi hybrid SUV and Rolls-Royce Cullinan, plus a horse-drawn carriage with Hermes leather interiors in the resort's arsenal.



COMPETITIVE ANALYSIS: LOCAL

THE ALPINA GSTAAD

Location: Gstaad, Switzerland

- Their price ranges from \$666–\$2,300
- One of the world's most expensive ski resorts. They have designer shops such as Prada and Ralph Lauren, which sit alongside award-winning restaurants.
- On the mountain, skiers can explore 200km of slopes, reaching a snow-sure altitude of 3,000m up on Glacier 3000.
- Has a six senses spa, private cinema, cigar lounge, yoga studio, a Japanese restaurant, and a world-class modern art collection.
- Couples can book an evening snowshoe hike led by a private guide for a romantic adventure.
- The Alpina is a seasonal hotel, open from early December to mid-March and again from early June to mid-September.



KEY FACTORS: TARGET CONSUMER

Unique personalized stay experience: Baby boomers

Uniquely designed hotel interiors and rooms. Each room provides a different experience.

Curation of personalized experience depending on the individual guest requirements.

Though we target various generations for this segment, baby boomers are our inspiration for this one, as they enjoy their leisure time rather than indulging in high-strength activities.

Keeping that in mind if the guests do not want to indulge in adventure sports there will still be plenty of indoor options like enjoying luxurious suites, spa and wellness retreat, resto-bar, pools as well as experiencing outdoor activities like Helicopter rides, Gandola rides, outdoor dining etc.



KEY FACTORS: TARGET CONSUMER

Adventure sports: Millennials

For the adventure enthusiasts, the curation of different adventure sports activities is crucial.

Skiing being the major attraction will be the no. 1 sports activity available to the guests, well customized packages with addition of exclusive Moncler collection to look as cool as cool they feel while skiing through the snow clad mountains.

Other activities will be available for the guests, like, hiking trails, mountain biking, etc.

KEY FACTORS: TARGET CONSUMER

Technology: GenZ

State-of-the-art technology for the newer generation that's tech-savvy.

Providing guests with intelligent rooms, that facilitate UVC light for disinfecting, Voice control for in-room features, and Mobile Keys to name a few.

That takes visitors' personal experience to the next level and feel them stay here a little longer or come back later.

A person is seen from behind, sitting on the edge of a large, rectangular hot spring pool. The water is calm, reflecting the surrounding landscape. In the background, there are several large, dark, rounded pots or vases placed along the edge of the pool, each with a small fountain of water spraying upwards. Beyond the pool, a range of rugged, snow-capped mountains rises against a sky filled with soft, white clouds. The overall scene is peaceful and scenic, suggesting a high-altitude or mountain resort setting.

PART 4: VALUE PROPOSITION AND MARKETING MIX

VALUE PROPOSITION AND MARKETING MIX

CHARACTERISTICS OF BRAND EXPANSION

- Location
- Property operation
- Market orientation

BRAND HIERARCHY

- Brand Promise
- Brand Element
- Brand touch point

VALUE PROPOSITION

- Product and services
- Unique Stay experience
- Brand story
- Accessibility

BRAND POSITIONING STRATEGY

MARKETING MIX

- Placement
- Price
- Promotion

CHARACTERISTICS OF BRAND EXPANSION

LOCATION

Moncler Ski Resort is situated in the Northern French Alps near Mont Blanc on the French–Italian border. This location offers easy access from Geneva, Chambéry, and Lyon airports which means less travel time and more time on the slopes for guests. Situated in the famous 3 vallées among some of the world's most renowned ski resorts might attract guests looking to experience the famous region at a less expensive price. Moncler ski resort would be at a lower altitude, as the historied resorts sit atop the mountains, but would have access to a vast network of ski lifts used in the area to hop from resorts and ski runs.



CHARACTERISTICS OF BRAND EXPANSION

PROPERTY OPERATION

- Moncler Ski Resort is a full-service resort with 5-star service and luxurious amenities.
-
- Private cars and drivers for off-resort destinations like airports, etc.
-
- Library with a large selection of books and cozy lounges and nooks for relaxation.
-
- Outdoor excursions and guided mountain tours.
-
- Full-service spa and salon.
-
- Award-winning fine dining restaurants from world-renowned chefs.
-
- Champagne, caviar, and chocolate bars.
-
- Private Selection Moncler boutique.



CHARACTERISTICS OF BRAND EXPANSION

MARKET ORIENTATION

Moncler Ski Resort will be primarily for leisure travelers. A ski resort is an opportunity to unplug from the grid of city life and work demands, so the market for Moncler Ski Resort would be for individuals looking for an escape. Given the work-hard, play-hard nature of the target guests – business amenities and facilities will be provided. Bleasure travel has become much more common and Moncler Ski Resort will be an attractive option for someone looking to get a little work done while away from the office.





BRAND HIERARCHY

BRAND PROMISE

*Inspire, foster and
reinvent curiosity
to satisfy your soul.*

Experience modern
luxury and
adventure married
with unequivocal
hospitality @ Chalet
Moncler Ski Resort

BRAND ELEMENTS

Hospitality

Unique Experience

Adventure &
Lifestyle

BRAND TOUCH POINTS

- Private transportation & butler services
- Adventure sports & private tours
- Infinity pool, hot tubs & spa centre
- Michelin star Chef menu & 24 hr kitchen
- Sky roof suites & private chalets
- Seasonal lifestyle and activities
- Residency stays
- Entertainment theatre
- Skiing / hiking / paragliding
- Helicopter tours / snowmobile tours and gondola rides
- Camping and more



Comfort | Culture | Curiosity

EXPERIENCE

The French Alps your way



VALUE PROPOSITION

1 Products & services

Chalet Mocler Ski Resort is the most exclusive modern luxury take on traditional chalets. Whether to delve into sports or experience the quiet country or just relax, we invite people to leave their busy city lives for a retreat in amidst the beautiful scenarios. All coupled with excellent customer service that puts your needs first. Private tours, butler services are only the start of your experience, our camping igloos and sky roof suites will blow your mind.



VALUE PROPOSITION

2 Unique stay experiences

Our rooms and suites are designed for your needs. Premium furnishings and clean design aesthetics will help you unwind, hot tubs to keep you warm and a spa centre for that extra comfort. A quick trip or a residency stay, we hope that you find the best amalgamation of culture and curiosity for as long as you stay with us.



VALUE PROPOSITION

3 Brand story

This resort aims to extend the Moncler brand story in a different vertical to invite and grow the Moncler family. The modern design and products will attract the young consumer that will also supplement in promoting the experience. With lifestyle activities like french cooking lessons, community building trips, Moncler promises to provide a sense of belonging to all.



VALUE PROPOSITION

4 Accessibility

Moncler Ski resort is open to all demographics either looking for leisure or adventure we have it all, as we want all age groups to be part of the experience that we have to offer.

Even though the resort will be a luxury stay, there will be a limited no. of passes for day visitors with limited access to adventure sports and restaurants.

BRAND POSITIONING STRATEGY

APPLICATION:

Moncler Ski resort, as the name states, will be the ultimate destination for Ski and Resort experience. Providing experiences that are unique to the resort gives it that edge over the others when it comes to adventure and leisure experiences.

PRICE:

The resort will opt for prestige pricing according to its target consumer segment. Also keeping in mind the competitive pricing.

QUALITY:

Moncler Ski resort will optimize state-of-the-art technology and feature modern aesthetics to make it stand out from Chalet-style resorts.

BRAND POSITIONING STRATEGY

CONVENIENCE:

The resort will provide personalized packages specially curated according to the guest's requirements be it adventure or more leisure experience they demand. Becoming a one-stop destination providing guests with all resources necessary as well as the resort will feature exclusive Moncler collections.

SERVICE:

Providing the highest standard of customer service, from personal butlers, guides, and escorts. To provide that exclusive and inter-personal experience.



POSITIONING MAP



PLACEMENT

A Moncler ski resort placed in the French Alps will attract new customers who are avid ski enthusiasts and tourists. It's beneficial to be close to an airport.

The French Alps are known for top-class skiing and it's a high-end market that poses a unique opportunity for ski property investors.

Has a variety of terrain options which is perfect for ski conditions with plenty of ski levels from beginner to advance.

Can offer a good selection of bars and restaurants, health spas, and upscale shopping to keep guests entertained.



**MARKETING
MIX**





MARKETING MIX

PRICE

Moncler would have to have competitive pricing against other luxury ski resorts and would need a price range between \$1,200–\$3,000.

Ski resorts are most popular with Baby Boomers that have the spending power will age out. Therefore, they have the opportunity to target younger consumers with activities that align with their stay by building an experience.

Competition-based pricing would be a strategy Moncler can consider to match the price of their competitors as well as market skimming to increase the prices that consumers will pay.

Their brand is very well known as a luxury status symbol and customers can associate themselves with the premium brand because of their style uniqueness and durable quality designs.

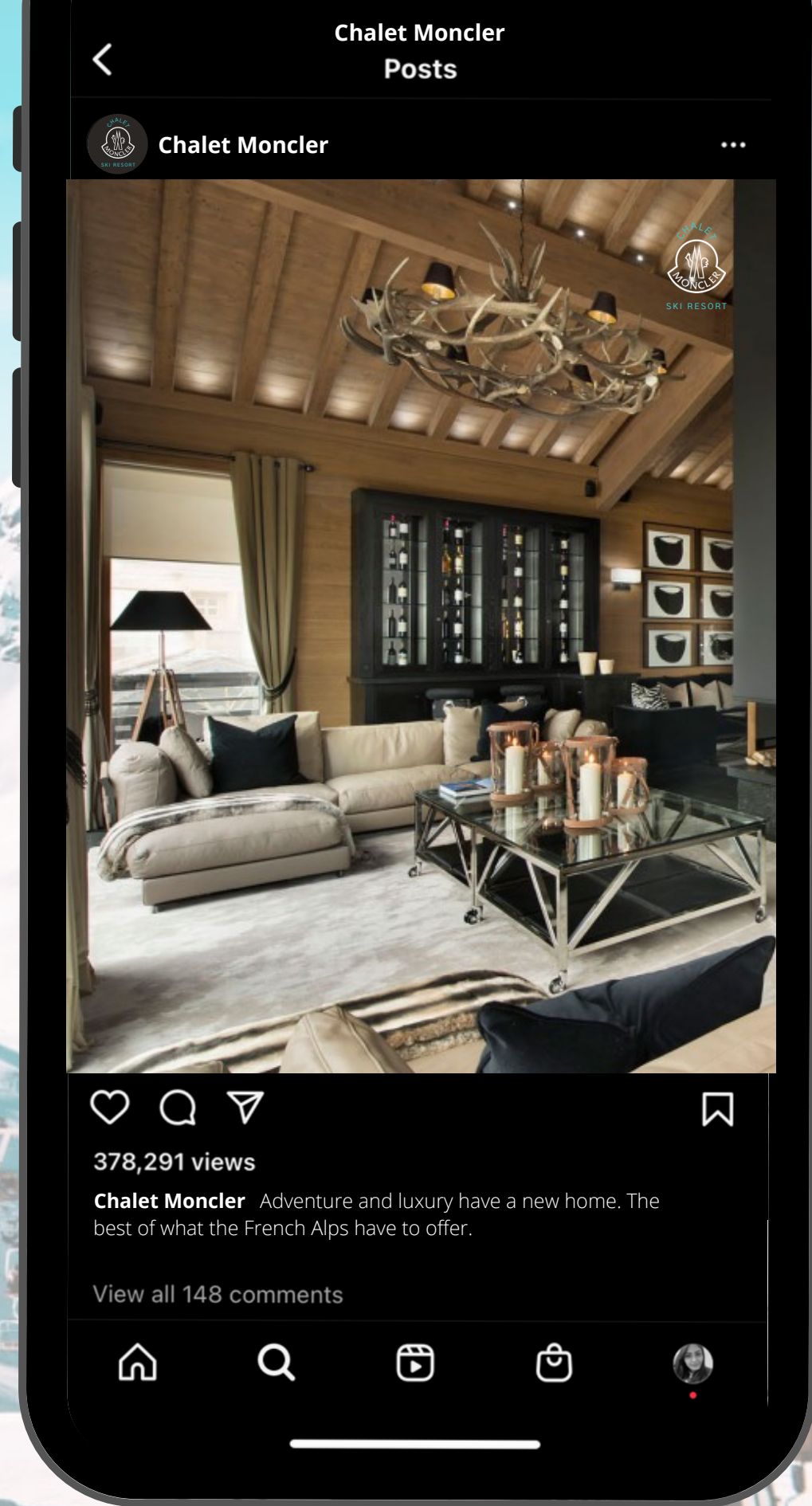
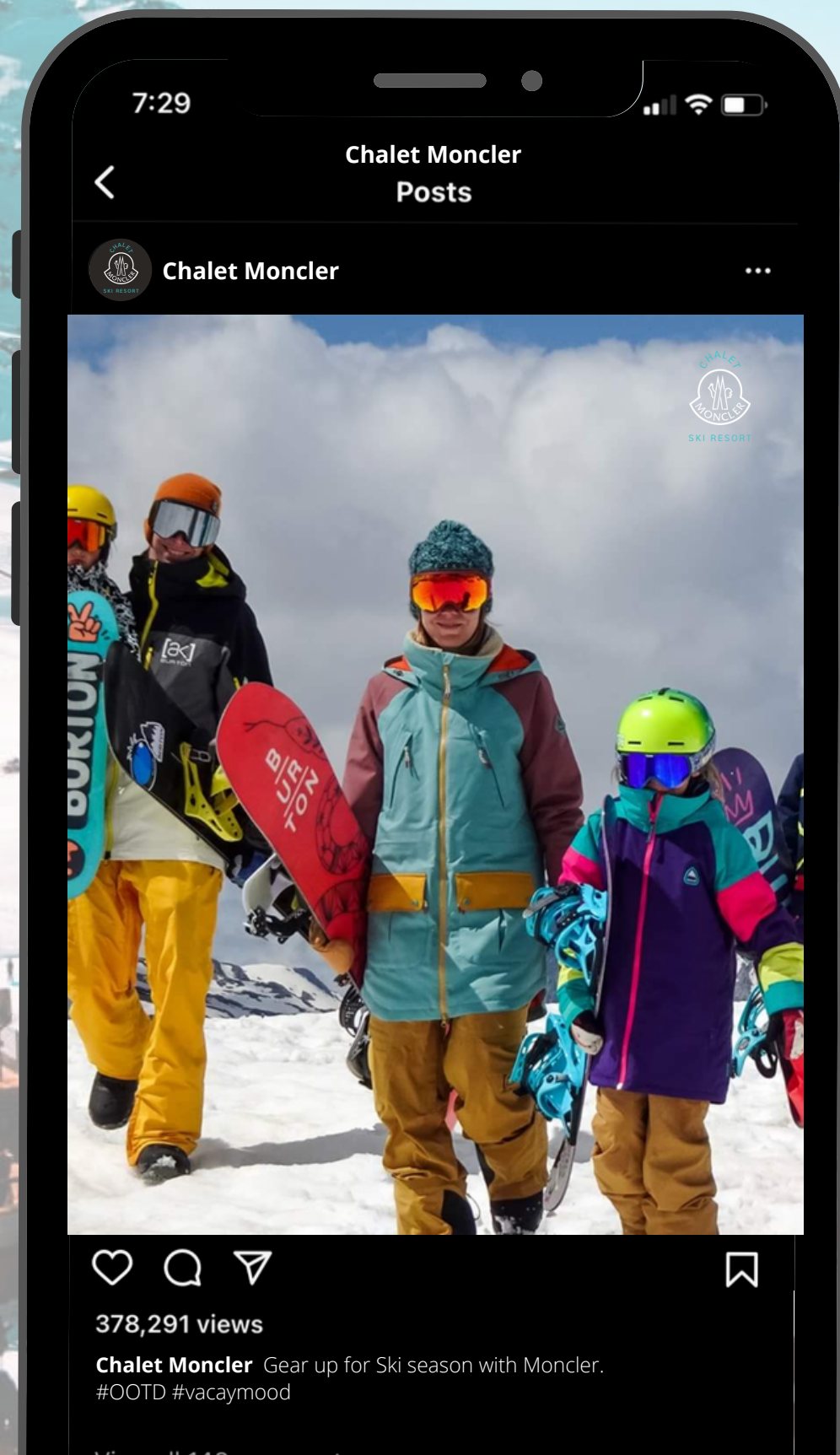
PROMOTION

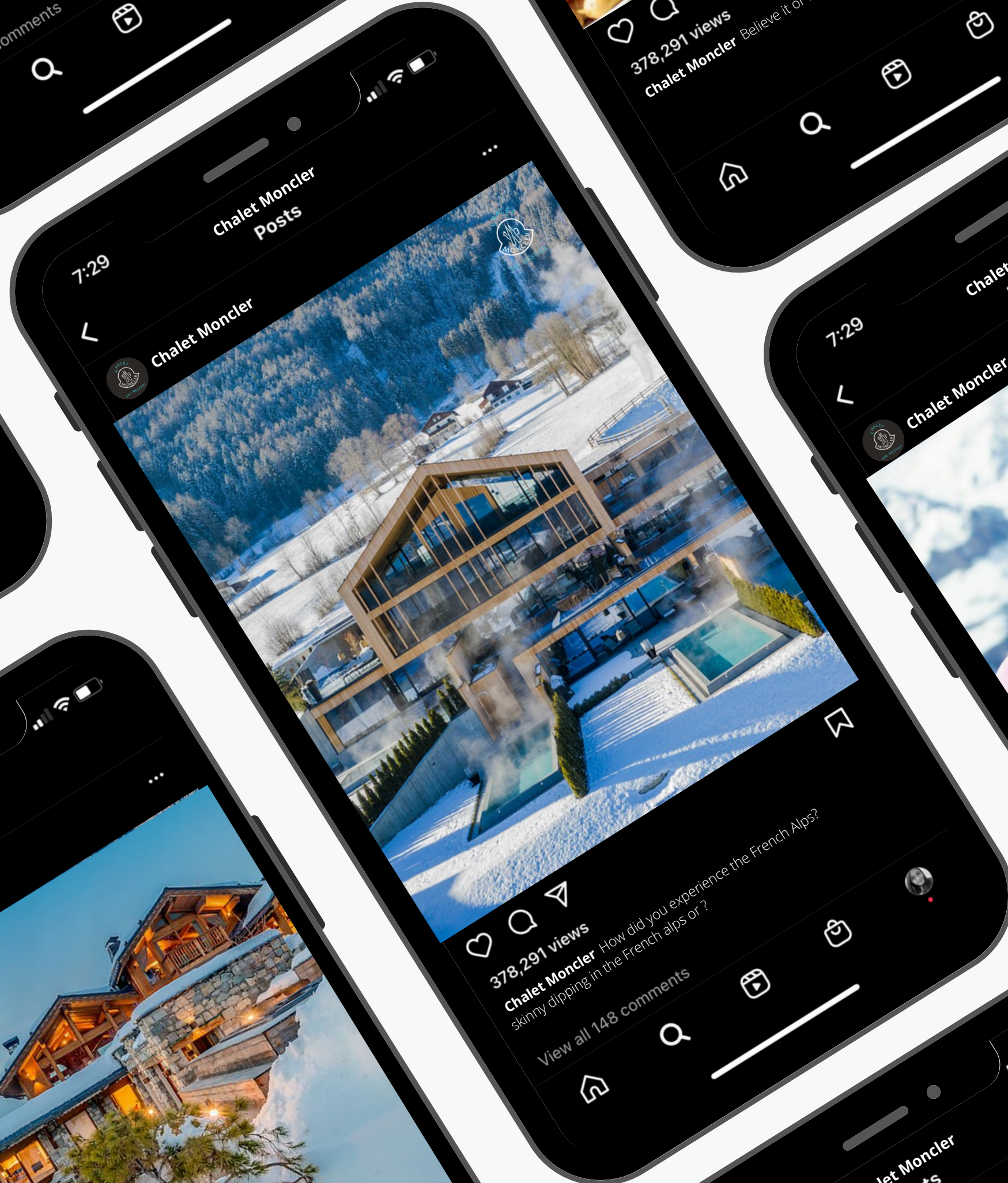
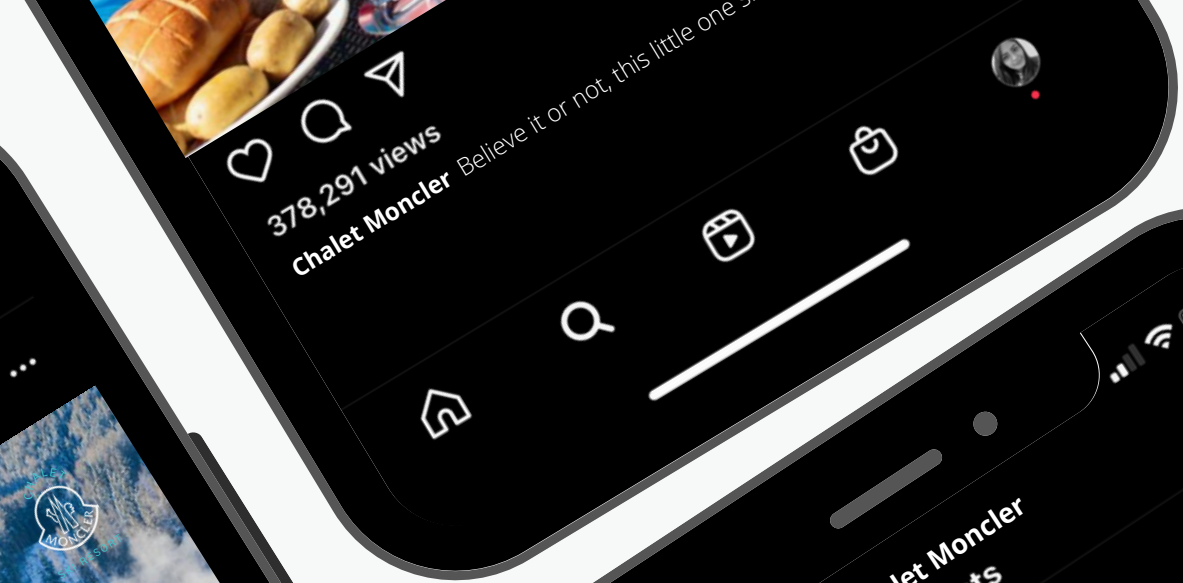
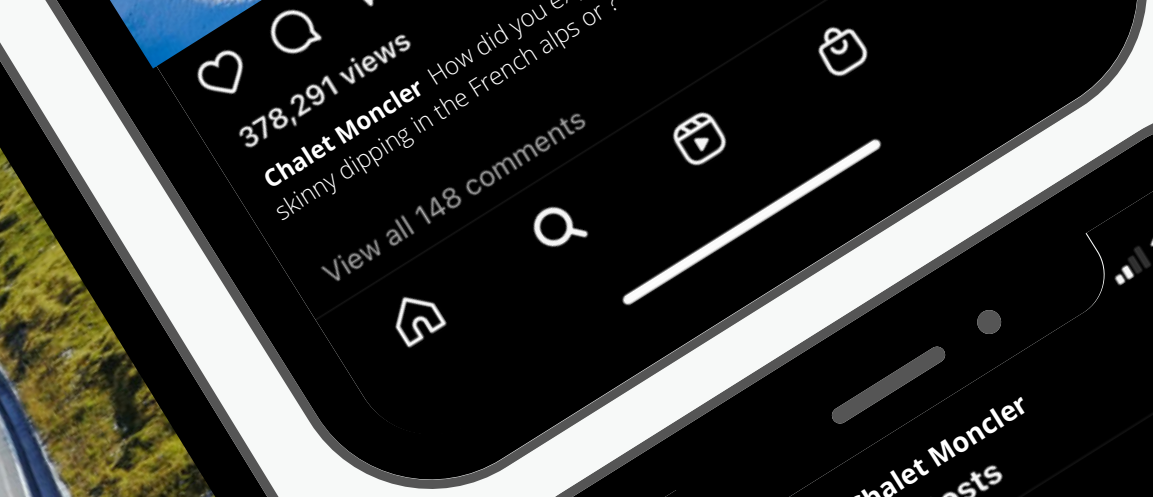
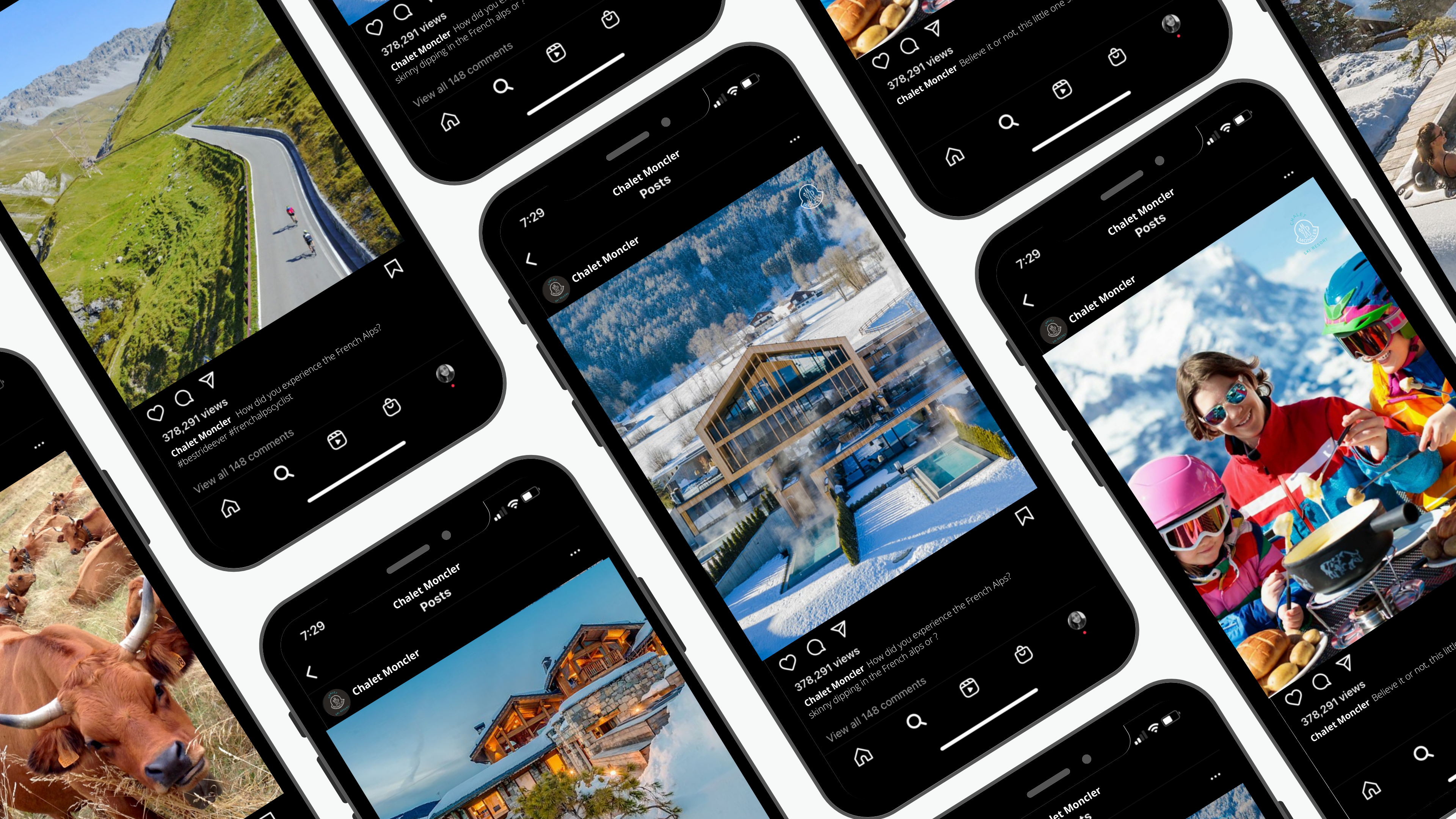
Getting on numerous social media platforms can elevate Moncler since they already have a customer base. They can share the process of videos and photos of building a ski resort and what they have to offer for leisure yet fun activities to engage with their content.

Can connect with travel bloggers to tell potential customers in detail about the ski resort experience and network with a company representative to promote the ski resort.

Sending personalized promotions via email by staying in touch with customers whether it's a newsletter or even a thank you email for their visit can drive more bookings. As well as having special offers such as new guest invitations, holiday specials, or snow updates. Therefore, they are inclined to make a reservation.







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THANK YOU!