

UNIQUE **S**TYLE **P**LATFOrm
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

USP INSPIRE:
PUFFER PLEASE





Puffer brand **Moncler** was an official sponsor for Brazil at the **2026 Winter Olympics**. In a move that bridged the gap between **high-performance technicality** and **avant-garde aesthetic**, the house designed puffer uniforms for the Opening Ceremony, described as “psychological armour.”

Meanwhile, team USA showcased **Nike's** *Therma-FIT Air Milano Jacket*. The most technically-engineered garment of its kind to date, it **responds in real-time to thermal conditions**, with sections of the jacket inflating or deflating according to temperature and personal preference.

Taking a more lighthearted approach to the puffer jacket, **Blank Street** launched *The Sleeve* - a puffer for your matcha - during **London Fashion Week**, with a campaign starring **Ella Snyder**.

USP: Puffer aesthetics are adopted by lifestyle and fashion product, lending a playful approach to high-performance.

USP INSPIRE: PUFFER PLEASE

MOOD



Puffer silhouettes are applied to fashion & lifestyle product in a playful yet functional way, mixing softness with performance fabrications

USP INSPIRE: PUFFER PLEASE

COLOUR



15-3932
12-5211
13-2805
17-6153
12-6000
14-0232
12-0003

Be inspired by a synthetic pastel palette, combing tonal matcha greens with oat milk, strawberry cream, blueberry and cool iced blue