

Moncler's "Warmer Together" Campaign Reunites De Niro & Pacino

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Celebrity endorsements in fashion are common. But Moncler's new campaign is something rare: it stars **two legends** — Robert De Niro and Al Pacino — together. The Italian luxury outerwear label unveils its Fall/Winter 2025 campaign, titled **"Warmer Together,"** placing friendship and human connection at the core of its message. Here's an in-depth look at how Moncler crafted this emotional, stylish narrative.

A Bold Pairing

Moncler's "Warmer Together" campaign centers on the longtime personal and professional bond between De Niro and Pacino. The brand describes them as perfect embodiments of the campaign's themes: **friendship, respect, connection, trust, warmth.**

Unlike many celebrity tie-ups, Moncler emphasizes that these two icons are not endorsing multiple luxury labels simultaneously — making this collaboration feel more deliberate, more singular.

Imagery & Aesthetic

Black-and-White Narratives

Hence visuals are strikingly monochromatic. Photographed in New York by renowned photographer **Platon**, the campaign uses stark contrasts and cinematic framing to evoke emotion.

Thus the black-and-white imagery helps shift focus from color and fashion spectacle to mood, expression, and intimacy.

Key Moments & Settings

Overall standout shots include De Niro and Pacino sitting face to face across a table, exchanging small gestures and glances. In one filmic vignette, the two walk across a stage set with scattered chairs — evoking their early acting days, their shared history, and symbolic reconnection.

Scenes echoing the **Stella Adler Studio of Acting** — a place tied to both actors' early careers — frame their bond as rooted in craft and respect.

The Fashion & Product Focus

Thus the campaign doesn't just promote emotion — it spotlights Moncler's signature outerwear. Two jackets play central roles:

- **Maya 70:** A classic, enduring design with boudin quilting, snap patch pockets, and a structured, short silhouette.
- **Bretagne (AW25):** A new hooded, weather-resistant short parka with functional detailing (adjustable cuffs, multiple pockets) that balances utility and elegance.

Therefore garments aren't just props — they anchor the campaign, connecting the emotional warmth to tangible, wearable fashion.

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