

A close-up photograph of a person sitting in a wooden chair. The person is wearing a dark suit jacket over a white dress shirt with visible buttons. Their right hand is resting on their lap, holding a pair of glasses. They are wearing several rings on their fingers. The background is a plain, light-colored wall.

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professor Grace Kim
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Apple vs Moncler





Apple Watch

Smartwatches produced by Apple Inc. It incorporates fitness tracking, health-oriented capabilities, and wireless telecommunication, and integrates with iOS and other Apple products and services.



Moncler

Moncler is an Italian luxury fashion brand mostly known for its skiwear. Founded in 1952 by René Ramillon and André Vincent.



Apple WATCH

Collections ▾

Save



Side view

APPLE WATCH SERIES 6

40mm Silver Aluminum Case with Pride Edition
Braided Solo Loop

From \$449
or \$18.70/mo. for 24 mo. Terms apply.

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Three rings. One goal.

[See how to close your Activity rings
on Apple Watch](#) >

Moncler theme icons

Moncler activity ring

Apple Music

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Three rings. One goal.

See how to close your Activity rings
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Target consumers:

Target customer are between the ages of 29 - 65. They look for products that are not only high quality but innovative and timeless in their closet who are big buff of exercising, sports, especially skiing. Who drawn to star trek, star wars and sci-fi styles.



Cover of
magazine





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References

<https://www.apple.com/>
<https://www.moncler.com/en-us/women/outerwear/all-down-jackets>