



MONCLER | THE FLAGSHIP STORE AT 1, VIA MONTENAPOLEONE

Fifteen years ago, Moncler embarked on a journey to circumnavigate the globe; setting out from its Milan home to explore all continents. It now returns to Milan with a new, greatly expanded presence. Its new flagship at Via Montenapoleone 1, opening October 19th, celebrates the brand's close relationship with the city of Milan, a city of special significance to Moncler. The brand's close ties to Milan, resonate in no uncertain terms in the new Moncler flagship store located at the heart of the city's fashion epicenter. It is an entire building spread across four floors, covering a surface area of around 800 square meters in total, of which 550 are given over to sales alone.

“The renovated flagship store on Via Montenapoleone is today Moncler's largest single-brand boutique in the world, and it highlights the brand's ongoing commitment to the city of Milan. It also adds an important building block to Moncler's presence on the Italian market”, states Remo Ruffini, Chairman and CEO of Moncler.

The architectural concept is once again the work of French studio Gilles & Boissier, a long-time partner with whom the brand has created a signature code of design and style which has come to represent the Moncler interior aesthetic around the world. This flagship marks an important evolution of this aesthetic as the decorative vocabulary of the boutique expands to include new elements drawn from a variety of cultural and artistic sources, inspired by the genius loci, the guardian spirits of Milan. This can be seen in a heightened use of symmetry, as well as geometric references drawn from the rationalism and classicism of the '30s and '40s, a period in which Milan was a hothouse of design innovation. The ground floor features a hallmark technique, known as *Risseu*, in which stones worn smooth by seawater or flowing rivers, are laid in a geometric pattern. A technique widely used in the grottoes of Lombardy's lakeside villas during the Mannerist and high Baroque periods, this extraordinary craftwork is used here to cover floorings and walls with textured small, smooth black and white pebbles. The store's furnishings feature a combination of finishes, blending noble materials such as leather and marble. With its powerful visual and spatial impact, the spiral staircase linking the four stories combines black metal with Montecristo marble, with its sophisticated and nuanced play of black and brown.

Boiserie paneling, a key leitmotif which runs through all Moncler boutiques gets its own special treatment; taking this signature element to a new level. On the first floor, dedicated to the womens collection, the honey-colour oak wood paneling is punctuated by gilded picture frames, evoking old-world charm while at the same time transforming the perspective. The atmosphere on the second floor where the mens collection is housed, is, on the other hand, entirely masculine: a space with depth and intimacy, created by alternating areas of shadow and light. Black is the common denominator, evoking the mysterious metropolitan charisma of Milan. The boiserie paneling is also black, in crisp contrast with the camel-colored tailoring-effect ceiling, as is the mosaic of smooth black stones used in the *Risseu* decorative effect. The overall effect ensures the garments on display are the unrivalled protagonists of the show.

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, Moncler Gamme Rouge, Moncler Gamme Bleu, Moncler Grenoble and Moncler Enfant through its boutiques and in exclusive international department stores and multi-brand outlets.

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