



MONCLER OPENS FIRST SINGLE-BRAND BOUTIQUE IN MELBOURNE, AUSTRALIA

April, 2017: Innovation, quality, creativity, originality and experimentation - values which set the foundation for Moncler's successful strategy, elevating the brand to global status.

Today Moncler continues to expand its retail channels by breaking ground on the Australian continent, opening its first boutique in Melbourne - adding this new single-brand store to Moncler's network of more than 190 locations worldwide.

The new boutique is located inside the renowned Chadstone Shopping Center, which is among the biggest names in the Australian luxury market. An important milestone in Moncler's retail journey, the brand steps out of exclusive ski resorts and in to one of the world's most important metropolitan areas.

"I am absolutely enthusiastic about this opening, and that Moncler is entering the Australian retail chain, too," said Remo Ruffini, President and CEO of Moncler. "It's a country that I believe can become important for our brand. We have planned to further consolidate our presence on both sides of the distribution channels, both retail and wholesale, through opening this shop-in-shop".

The new space covers a single retail floor with a surface area of almost 200 square meters. The exterior of the boutique, in line with the interior concept, is decorated with white guilloche marble and burnished brass, and sports two large display windows introducing the world of haute montagne within a warm welcoming atmosphere, characteristic of Moncler's house codes and heritage.

Interior design was once again entrusted to the architectural studio Gilles & Boissier, continuing the well-established collaborative partnership. Floors and ceilings are coated with elegant boiserie smoky oak, which contrasts successfully against an elegant white marble on the interior walls. Burnished brass and steel add further depth and a ceiling of red and beige leather proves the standout design element of the new boutique.

The new Melbourne boutique will house all Moncler prêt-à-porter collections and accessories for him and for her - Moncler Grenoble, Moncler Enfant, Moncler Lunettes and Moncler Gamme Bleu.

MONCLER BOUTIQUE
Chadstone Shopping Center
Shop G036
Dandenong Rd,
Chadstone VIC 3148,
Australia

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.

MONCLER SPA

Via Solari 33, 20144 Milano [P] +39 02 42203500 [F] +39 02 4220451