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DECADES IN THE MAKING, MONCLER CELEBRATES ITS ENDURING BOND WITH NEW YORK THROUGH THE OPENING OF ITS LARGEST-EVER GLOBAL FLAGSHIP

Following the city-wide New York in Moncler retrospective honoring the brand's defining moments in the city, Moncler opens the doors to its landmark two-story location on Fifth Avenue

New York, September 10, 2026 – Celebrating a decades-long relationship with New York, Moncler opens its largest-ever global flagship on Fifth Avenue – a milestone that reflects an enduring connection between the brand and the city.

“Moncler Fifth Avenue is a brand statement on one of the most iconic addresses in the world. We conceived it as a living space. A place shaped by the ideas, culture, and spirit of the city, while remaining true to the brand's DNA.

Here, Moncler meets New York's energy. It meets the communities and the people who make this city so unique. That is the true meaning of this project. It is not simply the opening of Moncler's largest flagship store in the world, it's also about being part of the life of the people in this city, those who live it, those who pass through it, those who come to be inspired by it.”
Remo Ruffini, Executive Chairman of Moncler S.p.A

More than bricks and mortar, Moncler Fifth Avenue is the ultimate expression of the brand's ongoing dialogue with New York. Conceived as a destination for community, discovery, and cultural exchange, the flagship brings the Moncler universe to life through a monthly calendar of interactive experiences, alongside Fifth Avenue-exclusive products, services, and activations. As Moncler's largest flagship worldwide, the 23,680-square-foot, two-level destination offers an immersive expression of its mountain-meets-metropolis universe.

Located in the iconic General Motors Building at 767 Fifth Avenue, just steps from Central Park, the flagship brings together the spirit of the mountains with the energy of New York. Defined by soaring volumes, sculptural architecture, and a carefully considered sense of scale, the space reinterprets Moncler's alpine heritage through the contemporary architectural language of the city.

The ground floor presents the latest Men's, Women's and Enfant designs from the Moncler Collection main line, alongside designer co-creations from the Moncler Genius platform and the latest footwear innovations.

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The second floor is entirely dedicated to Moncler Grenoble, the brand's mountain and outdoor dimension, where high performance meets high style. Rooted in Moncler's alpine heritage and pioneering spirit, it offers a complete wardrobe for mountain life year-round, spanning high-performance skiwear and goggles, cocooning après-ski, and lightweight layering systems engineered for hiking and trekking. The space is also home to a curated selection of trusted brand partners, including, among others, Moncler Grenoble interpretations of Stöckli skis, POC helmets, as well as the WHITESPACE x Moncler Grenoble snowboards created in collaboration with brand ambassador and champion snowboarder Shaun White.

The flagship represents the culmination of more than twenty years of collaboration with French design studio Gilles & Boissier. Conceived as an architectural manifesto of Moncler's DNA, the gallery-like environment invites visitors to experience more than seventy years of innovation, craftsmanship, warmth, and outdoor heritage. From the moment of entry, soaring ceilings rising more than eight meters create a dramatic sense of verticality – a tribute to Moncler's alpine legacy and New York's iconic skyscrapers. Monumental columns punctuate the space, while a freestanding "curiosity cabin" houses seasonal installations.

Every element, material, and proportion contributes to the expression of Moncler's multifaceted identity, where heritage meets the future. The glass façade, clad in Saint Williams granite and punctuated with integrated LED strips, creates a kinetic visual signature that evokes the luminous intensity of nearby Times Square, while the stone establishes an earthy presence echoed throughout the interior in the columns, arches, and walls.

The signature checkerboard floor alternates between polished and raw textures – elegant and timeless, while celebrating the raw beauty of the natural landscape. Towering textured glass displays rise like monumental frozen waterfalls. Eclectic curated artworks, multimedia installations, and exclusive commissioned functional and decorative pieces flow through the museum-like experience. A standout sculptural stonework centerpiece by Ugo Rondinone connects the floors, emphasizing the scale and height of the space with a mountainous presence, while works by Jean-Guillaume Mathiaut, Paul Bik, and Arno Declercq span artistic movements, continents, and generations, enriching the flagship's layered cultural narrative.

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LOVEFROM, MONCLER: They Just Click

Fifth Avenue clients will enjoy exclusive early access to the second LoveFrom, Moncler collection. Co-created with designer Jony Ive's LoveFrom collective, the latest evolution of the partnership translates Ive's design philosophy into a modular system of four outerwear silhouettes.

The Moncore jacket, a down-filled style, serves as the foundation of the collection. Three interchangeable outer layers – the field jacket, parka, and poncho – attach seamlessly using the innovative magnetic Duo Button, fastening with a distinctive, satisfying click. Each outer shell is finished with a signature LoveFrom Montgomery Bear patch.

The collection is designed in a refined neutral color inspired by classic rainwear. Each piece is crafted from premium recycled nylon with yarn-dyed fibers that undergo a taslanized treatment, creating a soft, matte finish. The fabric is woven on exceptionally wide looms, allowing each garment to be cut from a single continuous panel of fabric that folds together with remarkable simplicity.

Exclusive to Moncler Fifth Avenue is a selection of six limited-edition New York City-inspired patches, including a yellow taxi, an apple, a guitar case, a drum set, a bear paw print, and a vinyl record. Clients may personalize their garment by selecting up to four patches until October 1.

Dedicated packaging has been thoughtfully designed to include a Montgomery Bear box and a selection of maquettes illustrating how each jacket can be layered together. Inspired by the Fifth Avenue flagship, the packaging also includes a curated set of nine New York-themed postcards, accompanied by a collection of stickers featuring the signature mascots of both brands, Monduck and Montgomery.

The LoveFrom, Moncler Fall/Winter 2026 collection will be available exclusively at Moncler Fifth Avenue before launching at selected Moncler boutiques and on Moncler.com from October 1.

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MONCLER TO MEASURE: The Debut of an Exclusive Made-to-Order Atelier

The opening of the Fifth Avenue flagship also marks the debut of Moncler to Measure, an exclusive made-to-order atelier dedicated to exceptional fabrics.

Representing the highest expression of Moncler's craftsmanship, Moncler to Measure introduces four signature outerwear silhouettes, elevated through each client's selection of luxurious fabrics, artisanal finishes, and refined detailing. These bespoke creations unite Moncler's legacy of innovation with the individuality of personal style, offering a new level of personalization within the Moncler experience.

The experience offers two women's silhouettes and two men's silhouettes, each available in a rich array of materials, including cashmere flannel, silk, leather, suede, shearling, and shaggy fil coupé. Clients can also select from pre-embellished designs, including pinstripe metal studs, hand-embroidered check motifs, glistening crystals, three-dimensional laser-cut florals, and intricate beadwork.

Three logo options are available: the iconic Moncler felt logo, a tonal logo outline without lettering, or a completely logo-free finish. Clients can also choose between two sleeve lengths for an enhanced fit, while the interior can be personalized with a leather tag debossed with the client's name.

Produced in limited quantities, Moncler to Measure will be available exclusively at the new Fifth Avenue store from its opening, before launching at the Moncler Champs-Élysées boutique in Paris on September 15.

DIGITAL DESTINATION: 5th Ave on the Go

5th Ave on the Go is Moncler Fifth Avenue's dedicated destination on Moncler.com, extending the flagship experience beyond the store through a suite of digital innovations. Designed to create a seamless connection between the physical and digital worlds, the platform allows users to experience the flagship's exceptional client care wherever they are. Throughout the year, clients can discover exclusive product launches, including the second LoveFrom, Moncler collection, while accessing flagship services such as Moncler to Measure. The platform also introduces premium digital experiences including the Outerwear Guide and Virtual Dressing Room.

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Launching first in the United States alongside the opening of the Fifth Avenue flagship, Moncler's AI-powered Outerwear Guide delivers a highly personalized approach to discovering outerwear. By answering up to three simple questions, clients receive a curated edit of up to 12 styles tailored to their individual needs. The experience also offers intelligent side-by-side product comparisons, with AI-generated insights revealing the distinctive qualities of each design. Rich editorial content exploring fit, warmth, materials, craftsmanship, and color further enrich the journey, empowering clients to choose the piece that best suits their lifestyle with confidence.

Also debuting in the United States later this year, the Virtual Dressing Room reimagines the fitting experience through advanced AI technology. By combining a client's facial scan with their precise body measurements, the platform creates a personalized digital avatar. Each garment is then mapped against the client's dimensions, enabling them to compare sizes, understand overall fit, and see how a style sits across the chest, shoulders, and waist. Indications of sleeve length are also provided, making it easy to determine whether a jacket is too short or too long. A fully interactive 360-degree visualization completes the experience, bringing Moncler's fitting room into clients' homes and allowing them to explore each look from every angle before making their selection.

Learn more about 5th Ave on the Go here:

<https://www.moncler.com/link/page/new-york-5th-avenue>

Founded in 1952 in the French alpine village of Monestier-de-Clermont, Moncler has evolved from its storied mountain heritage into a brand shaped by creative and cultural exchange, continually expressing a unique point of view.

Rooted in an authentic outdoor heritage that remains a constant source of inspiration, Moncler is driven by a spirit of innovation and energy, which spans three distinct dimensions: Moncler Collection, the signature line defined by warmth, emotion, and refined design; Moncler Grenoble, the mountain and outdoor dimension that lives at the intersection of high performance and high style; and Moncler Genius, a boundary-pushing platform for co-creation, bringing together a global community of creators and dreamers.

Headquartered in Milan, Italy, Moncler operates through a blend of directly owned facilities and a curated network of partners, offering its collections through directly operated physical and digital stores, as well as select multi-brand retailers and department stores worldwide.