



## MONCLER OPENS ITS SECOND BOUTIQUE IN HAWAII

March 2016 — Moncler, the high-altitude maison which boasts stores in the world's most important cities, has added a new retail location to its international network with the inauguration of its second boutique in Hawaii located within Honolulu's premier shopping destination: The Ala Moana Center. Known as the world's largest outdoor shopping center and most prestigious mall in Hawaii, it is a reference point for luxury shopping in Honolulu.

Designed by the Gilles&Boissier architecture studio, which has worked alongside the brand for a number of years, the new Ala Moana boutique has an overall surface area of almost 365 meters squared and is home to the full range of Moncler's Men's & Women's ready to wear accessories collections, as well as the exclusive Moncler Gamme Bleu collection.

Two large windows introduce the visitor to the world of Moncler. This is emphasized by the elegant chène fumé wood paneling used for the walls and ceiling, the modern effect of the glass and metal used for the display area, and the Carnico grey marble used for the floors. A warm and welcoming atmosphere in the purest haute montagne style, in keeping perfectly with the Maison's roots.

**Moncler at Ala Moana Center**  
1450 Ala Moana Boulevard, Suite 2049  
Honolulu, HI 96814  
USA

---

*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 Moncler clothing and accessories collections 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 [T] +39 02 42203500 [F] +39 02 4220451