



NEW MONCLER OPENING IN HONG KONG ELEMENTS

September 2015 — Moncler opens a new boutique in Hong Kong Elements Shopping Mall. With this opening, the brand is strengthening its presence in Hong Kong, where the brand already has boutiques in IFC Mall, Lee Gardens, Harbour City, SOGO and Hong Kong International Airport.

Designed by the Gilles & Boissier architecture studio, which has worked alongside the brand for years, the Hong Kong Elements boutique covers a surface area of 88 square meters.

A large, bright window reveals the world of Moncler. Whilst underscoring the elegance of the French chêne fumewood panelling, added movement is provided by the glass and metal used for the display area, and the grey marble used for the floors.

The boutique houses a wide selection of garments from the Moncler and Moncler Grenoble collections for men and women, as well as accessories.

MONCLER Boutique
Hong Kong Elements
No.1 Austin Road West
Tsim Sha Tsui, Kowloon
Hong Kong

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

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