



## MONCLER INAUGURATES ITS FIRST BOUTIQUE IN KAZAKHISTAN

Moncler has announced the opening of the first monobrand boutique in Almaty, Kazakhstan. It is an important new strategic point in the brand's retail development plan, which aims to boost its presence in the world's key cities and most exclusive ski resorts, and has helped determine the brand's success.

The boutique in Almaty is spread out over a single storey with a total surface area of around 170msq. Inside it houses all the Moncler men's, women's and accessory ranges, as well as Moncler Grenoble, the most technical collection featuring garments designed for city and mountain wear, Moncler Enfant, for little ones, Moncler Gamme Bleu and Moncler Gamme Rouge.

In keeping with the unmistakable style of Moncler boutiques, the new premises are housed inside the Esentai Mall, a reference point for luxury shopping in the Kazakh city. The store welcomes customers with its two large windows.

Grigio carnico marble for the façade, chêne fumé wood panelling and Calacatta white marble contrasted with metal details, glass and mirrors for the display areas are just some of the sophisticated, decorative elements that define the warm, welcoming atmosphere of Moncler.

### **MONCLER Boutique**

*Almaty Esentai  
1F, 77/8 Al-Farabi Ave.  
Bostandyk District,  
Almaty, Kazakhstan*

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*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**

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