



MONCLER INAUGURATES ITS FLORENCE BOUTIQUE  
AT NO. 3, VIA DEGLI STROZZI

6 December 2017 - Moncler has announced the opening of its Florence boutique, set in the heart of the Tuscan capital: a strategic and important new milestone in the brand's retail development plan, and one which strengthens its presence in the Italian market.

The Florence boutique is laid out over two storeys with an overall volume of 328 square metres, of which 160 are dedicated to sales. The new premises have three windows; two overlook Via degli Strozzi, whilst one is located under the renowned porticoes of Piazza della Repubblica, one of Florence's most exclusive shopping areas.

*Grigio carnico* marble features in the entrance, along with *chêne fume* wood panelling and a herringbone white Calacatta marble floor which contrasts with the metal, glass and mirror details in the display areas. These are a few of the sophisticated decorative features that create the warm and welcoming atmosphere of Moncler.

The boutique houses all of Moncler's men, women and accessory ranges, Moncler Grenoble, the most technical collection featuring garments designed for the mountains and city, as well as the Moncler Gamme Rouge and Moncler Gamme Bleu lines.

MONCLER  
Via degli Strozzi, 3  
50123, Florence  
Italy

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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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