



MONCLER NEW FLAGSHIP STORE IN LONDON

May 2016 — Moncler has a new achievement in its Global retail expansion plan, announcing the opening of its new flagship store in London.

The entire building will be occupied by Moncler; the new store, with a surface area of around 330 square metres for the retail boutique will be set out over three-storeys. The building has two large windows overlooking the prestigious Old Bond Street, a destination for luxury shopping in London.

The areas dedicated for the boutique, features the unmistakable hallmark of the “haute montagne” style, and has been designed by the Gilles & Boissier architecture studio, which has designed all of the maison’s boutiques for a number of years. It features chêne fumé wood floors and walls, white calacatta and black marquina marble, and furnishings in burnished brass.

The ranges sold in the new boutique includes the Moncler Gamme Bleu and Moncler Gamme Rouge ready-to-wear, as well as the Moncler and Moncler Grenoble collections for men and women, the brand’s accessories and Moncler Enfant.

The Old Bond Street boutique further adds to the brand’s retail presence in London, and is added to the premises of 197 Sloane Street inaugurated in 2009, further enhancing the brand’s presence in the world’s most important cities and in all the most exclusive ski resorts.

Moncler Boutique
26 Old Bond Street,
London, W1S 4QD
UK

The opening event of the flagship store is scheduled to take place next October, during Frieze London

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