



MONCLER OPENS ITS FIRST BOUTIQUE IN SAN FRANCISCO

June 2016 – Moncler, 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 first boutique in San Francisco located on Union Square, a much-heralded shopping destination in the heart of the city.

Designed by the architecture studio Gilles & Boissier, which has collaborated with the brand for many years, the new two-floor boutique, the first of its kind in California, has an overall surface area of almost 3000 square feet. It is home to the Moncler Men’s & Women’s ready to wear accessories collections, including its Moncler Grenoble line which features more technical and performance-focused styles.

A large window to the right of the entrance introduces the visitor to the world of Moncler. This is emphasized by the elegant *chêne 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 Boutique San Francisco
212 Stockton Street
San Francisco, CA 94108
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 [P] +39 02 42203500 [F] +39 02 4220451