



## MONCLER OPENS ITS FIRST BOUTIQUE IN WASHINGTON DC

July 2016 – Moncler, the high-altitude maison 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 Washington DC located at CityCenterDC, a much-heralded shopping destination downtown, just five blocks northeast of the White House.

Designed by the architecture studio Gilles & Boissier, which has collaborated with the brand for many years, the new boutique is one of the brand’s largest in the United States, with an overall surface area of 2.185 square feet. It is home to the Moncler Men’s & Women’s ready to wear and accessories collections, including its Moncler Grenoble line which features more technical, performance-focused silhouettes.

Five outstanding windows frame the boutique’s exterior, dynamically introducing 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 Washington DC  
at CityCenterDC  
913 Palmer Alley, NW  
Washington, D.C. 20001  
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