



MONCLER OPENS NEW ASIA PACIFIC FLAGSHIP AT HARBOUR CITY
ON CANTON ROAD HONG KONG

July, 2017: Innovation, quality, creativity, originality and experimentation - values which set the foundation for Moncler's successful strategy, elevating the brand to global status.

Today, Moncler is pleased to unveil one of its most important milestones in Asia Pacific: the opening of its flagship at Harbour City, Canton Road Hong Kong. The house joined hands again with the architectural studio Gilles & Boissier on the interior design, continuing the well-established partnership, and offers to the world a one of a kind shopping experience.

Located at Hong Kong's most prestigious shopping mall Harbour City, the new space covers a single retail floor of approximately 500 square meters, making it the largest single floor retail store of Moncler. The exterior of the flagship, in line with the interior concept, is decorated with white Calacatta marble and burnished brass, as well as sporting large display windows both on Canton Road and the inside of the mall, welcoming the customers to the *haute montagne* world of Moncler.

Ceilings and furniture are adorned by the luxurious wood and beige leather, in contrast with the white Calacatta and black Marquina marble used to pave the floors. These subtle textural elements help create a warm and elegant atmosphere, distinctive of Moncler's house codes and heritage.

The Hong Kong flagship will house all Moncler *prêt-à-porter* collections and accessories for him and for her, including Moncler Grenoble, Moncler Gamme Bleu, Moncler Gamme Rouge, Moncler Enfant and Moncler Lunettes.

*Hong Kong Harbour City
Shops G107+G206
Gateway Arcade
Canton Rd
TST
Hong Kong*

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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