



**MONCLER UNVEILS POP-UP RETAIL BOUTIQUE AT HAMAD INTERNATIONAL AIRPORT,
DOHA**

TEMPORARY SPACE ANTICIPATING ARRIVAL OF BRAND'S FIRST STAND ALONE BOUTIQUE

DOHA, Qatar – Moncler has enhanced its presence in Doha's Hamad International Airport with a pop-up retail boutique, opening in Qatar Duty Free on November 23rd, 2016 – the first step towards launching permanent brand visibility with a stand-alone store.

Moncler's pop-up retail space will welcome visitors by offering a remarkable brand installation and luxury shopping experience housing Moncler's Men's and Women's ready to wear and accessory collections. Innovatively dressed window displays will allow travellers to access the retail space via a visual journey, transporting each person from the bright lights of Doha to the breathtakingly picturesque French Alps, passing some of the world's most exclusive ski resorts on the way and thus experiencing the distinctive 'Haute Montagne' atmosphere, which has become synonymous with the brand and its house codes.

Designed to reflect the DNA of the French-Italian brand, the installation will feature a group of skiers, lounging on lift gondolas, each wearing new outerwear styles from the Fall Winter 2016/17 collections.

Qatar Duty Free and Moncler will unveil new premises located in HIA's main departure terminal in January 2017.

Uniqueness, creativity, quality, innovation and experimentation - all values that underpin strategy behind Moncler's global results and successes, elevating the brand to worldwide recognition. Today the brand is present in more than 66 countries worldwide, and operates chiefly in Italy as well as the geographical areas of Europe, Asia, Japan and the Americas. With this project, Moncler continues to strengthen and enhance brand presence within international locations, having recently opened retail spaces in Hong Kong International Airport, Roma Fiumicino International Airport and Milan Malpensa Airport.

Pop-Up Boutique Moncler
Hamad International Airport (Doha)
Doha



About Moncler: 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.

About Qatar Duty Free: Qatar Duty Free (QDF) operates the retail experience at Hamad International Airport (HIA) in addition to an outlet at Doha Port. The innovative, award-winning duty free operator has enjoyed consistent double-digit growth year-on-year and is now the second largest duty free operator in the Middle East.

QDF scored a hat trick at the Duty Free News International Global Awards in 2015, receiving three prestigious awards: Global Travel Retailer of the Year (for the third consecutive year); Airport Travel Retailer of the Year; and Best New Shop Opening for its Marmalade Market concept. QDF also collected the Best New Store prize for its Samsung Experience space at HIA in the DFNI 2015 Product Awards. The travel retailer was also awarded Best New Fashion and Accessories Promotion for the live QDF Giorgio Armani autumn/winter 2015/2016 catwalk showcase.

QDF is the proud sponsor of Qatar ExxonMobil Men's Open, Commercial Bank Qatar Masters Golf Championship, Qatar Total Open women's tennis tournament and Doha Rugby 1st XV.

At Hamad International Airport, Qatar Duty Free offers 40,000 square metres of combined retail, food and beverage facilities, establishing the retailer as a premier shopping and dining destination. With more than 70 retail outlets offering an unprecedented selection of designer labels, fashion, electronics, gourmet foods and much more, QDF at Hamad International Airport caters to all tastes and needs. In addition, more than 30 cafes and restaurants offer a sumptuous selection of global and local cuisine.