



MONCLER MAKES ITS MOSCOW DEBUT WITH THE FIRST BOUTIQUE

May 2014

A new address is being added to Moncler's retail network. The brand is making its debut in Moscow, where it is inaugurating the first single-brand boutique in the Russian Federation.

The new and prestigious premises are located in one of the capital's most exclusive areas, Stoleshnikov Street, Moscow's luxury shopping destination.

The one storey boutique boasts 120 square metres and houses an extensive range of Moncler products.

These include the Moncler Gamme Rouge and Moncler Gamme Bleu collections, Moncler Grenoble, Moncler Main and Moncler Enfant. In addition to offering the men's and women's clothing ranges, the new boutique also houses the collection of accessories, small leather goods and the Moncler Lunettes range.

A number of sophisticated and decorative elements contribute to the boutique's warm and welcoming atmosphere, in the purest "haute montagne" style and in perfect keeping with the *Maison's* roots. Grey *carnico* marble floors, glass and metal display areas and French wood panelling in smoked oak cladding the walls and ceilings, are just a few of them.

"This first Moncler boutique in Moscow represents a crucial step forward in our expansion strategy for Eastern Europe," states Remo Ruffini, Chairman and Managing Director of Moncler. "The decision to place our bets on direct developing our single-brand shops in the Russian market as well, and in a way that completes and complements our wholesale business, is undoubtedly one of the strengths of our brand. We firmly believe in the potential afforded by this region, a vast area which is seeing high growth rates. The Russian market has a clientele that places a great deal of importance on quality and tradition, and this is very important for Moncler, a brand established over 60 years ago in the French Alps. In recent years, our Russian clients have demonstrated outstanding trust in our products by choosing them during their trips abroad. This of course makes us feel very proud and confident of the success of this new opening".

Originality, creativity, quality, innovation and experimentation. These are the values that underpin the strategy that has resulted in the Moncler success story, and which has helped turn it into a global brand.

Moncler today is a brand present in 66 countries worldwide, and operates chiefly in Italy as well as the geographical areas of Europe, Asia, Japan and the Americas with a distribution network which includes over 130 single-brand shops under the Moncler banner. All the boutiques are located in the most prestigious streets of international shopping. After China and Brazil, Russia represents the third most important BRIC-area market chosen by Moncler to boost its global Retail operations.

Moncler Boutique
Pereulok Stoleshnikov, 9
125009 Moscow
Russia

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

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