



## MONCLER OPENS ITS FIRST BOUTIQUE DEDICATED ENTIRELY TO MEN IN PARIS

December 2014 – Moncler has opened its first boutique dedicated entirely to its men’s collections in the Parisian district of Le Marais.

It is a new project in terms of both its content and design. The intimate premises have a surface area of 80 m<sup>2</sup>, and for the first time they will only be featuring the Maison’s men’s ranges, Moncler main collection and Moncler Gamme Bleu, offering a vast selection covering everything from outerwear to knitwear, accessories, bags and the Moncler Lunettes eyewear collection.

Two large windows mark the entrance into Moncler’s newest premises in the Ville Lumière. The display area has been designed to create a common link with the shop’s exterior. The entire design is the work of the Gilles & Boissier studio, which has worked alongside the brand for a number of years. It focuses on materials of exquisite quality, such as rough travertine marble and the polished Eucalyptus wood used for the ceilings and walls. Steel details, mirrors and bright backlit surfaces create reflective effects that create a warm and contemporary atmosphere, in keeping with the “haute montagne” style.

This latest Moncler boutique in the Le Marais district represents another stage in the Maison’s retail development plan. Seven years after it opened in Rue de Faubourg St. Honoré, and just a few months after it inaugurated the Saint-Germain boutique, Moncler is strengthening its presence in the French capital with the opening of this, its third single-brand store. The total number of single-brand boutiques located in France now totals ten, with 168 Moncler stores worldwide.

Moncler Boutique  
11, rue des Archives  
75004 Paris

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*MONCLER was founded in France, in Monestier de Clermont, Grenoble, in 1952, and is currently based in Italy. Over the course of the years the brand has teamed style with ongoing technological research which harnesses the knowledge of mountaineering experts. The Moncler collections combine the requirements of extreme outdoor with those of everyday city life. In 2003 Remo Ruffini bought the company of which he is now Chairman. Moncler produces and distributes directly the Moncler clothing and accessories collections, Moncler Gamme Rouge, Moncler Gamme Bleu, Moncler Grenoble and Moncler Enfant through directly owned boutiques and in the world’s most exclusive Department Stores and international multi-brand outlets.*

MONCLER

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