



MONCLER OPENS ITS FIRST BOUTIQUE IN CANADA

September 2014 - Moncler, the high-altitude *maison* which now has a network of stores in the world's most important cities and most exclusive ski resorts, has added a new shop to its international direct retail network with the inauguration of its first boutique in Toronto, Canada.

Designed by the Gilles&Boissier architecture studio, which has worked alongside the brand for a number of years, the new boutique has an overall surface area of almost 200 metres squared, and is located inside the Yorkdale Shopping Centre, a prestigious reference point for luxury shopping in Toronto.

Two large shop windows introduce the customers to the world of Moncler, which is emphasised by the elegance of the *chêne fumé* wood panelling used for the walls and ceilings, and the modern effect created by the glass and metal used for the display area, as well as the Carnico grey marble used to pave the floors.

The range on offer in the new boutique is completed with the Moncler and Moncler Grenoble lines for men and women, as well as accessories and the Moncler Lunettes eyewear collection.

On Monday 22 September, a warm and welcoming atmosphere in the purest *haute montagne* style, and in perfect keeping with the *maison's* roots; it will be welcoming guests to celebrate the opening and to provide an exclusive preview of the new Fall-Winter 2014 collections.

*Moncler Boutique
Yorkdale Shopping Centre
3401 Dufferin Street
Toronto, ON M6A 2T9
Canada*

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.