



MONCLER OPENS ITS FIRST BOUTIQUE IN SEATTLE

December 2014 – Moncler is increasing its retail network in the US. Just over one month after the recent opening in Atlanta, Moncler has announced the opening of its new boutique in Seattle.

“The Shops at The Bravern”, a top-flight reference point for luxury shopping in the city’s suburb of Bellevue, is the chosen location for the latest store, showcasing the Maison’s collections.

Designed to be unique, the premises are enhanced by the elegant *chêne fumé* French wood panelling. Movement is added by glass and metal inserts used for the display area, and by the *carmino* grey marble used for the floors. The boutique houses a wide selection of garments from the Moncler and Moncler Grenoble collections - man, woman and accessories – as well as the Moncler Lunettes collection.

The new Seattle boutique, designed by the Gilles&Boissier architecture studio, which has worked alongside the brand for a number of years, further adds to the Maison’s international retail network. Established at high altitude, it can now be found in all the world’s most important cities, as well as the most exclusive ski resorts.

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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.