



NEW MONCLER OPENING AT HONG KONG INTERNATIONAL AIRPORT

Hong Kong April, 2014 - Moncler opens the first boutique at Hong Kong International Airport, located in the Terminal 1. With this opening the brand is consolidating its presence in Asia Pacific and in Hong Kong, where the brand already has boutiques in Lee Gardens, Harbour City and IFC malls. Following the recent opening of Milan Malpensa boutique and a second one at Roma Fiumicino international airports, Moncler is strengthening its presence in international airports.

Designed by the Gilles & Boissier architecture studio, which has worked alongside the brand for some time, the Hong Kong International Airport boutique covers a surface area of 70 square metres.

The store façade and the walls are in chêne fumé boiserie, while the floor is in Calacatta marble. Thin vertical metal sheets are used to keep the ceiling open while create a screen effect, and mirrors at the back of wardrobes create more visual space. These are the key elements that set the atmosphere of the boutique in pure "Haute Montagne" style, in perfect keeping with the Maison's roots.

Moncler Hong Kong airport store hosts the Moncler and Moncler Grenoble collections, with a selection of men's and women's clothing and accessories.

Moncler Boutique
Hong Kong International Airport
Terminal 1
Room 6E126
Lantau, Hong Kong

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.