



## MONCLER

### SECOND BOUTIQUE IN BOULEVARD SAINT-GERMAIN, PARIS

Seven years after the first boutique opened in Rue de Faubourg St Honore', Paris, Moncler is increasing its retail stores in the Ville Lumière by inaugurating new premises in Saint-Germain, the elegant boulevard on the *rive gauche* of the Seine.

A large shop window represents the gateway into the latest Moncler destination. The sheets of grey Carnico stone and fumé wood floors, panelling and beams are the key elements of the new concept, which combine to perfect effect with the extra-clear glass and black patina metal display cabinets. The result is an elegant and intimate atmosphere that conveys the French roots of Moncler in purest "haute montagne" style.

The area dedicated to sales, designed by the Gilles & Boissier architecture studio which has worked alongside the brand in designing all its stores for some years now, covers a surface area of 130 square metres and houses all the Maison's collections for men and women, including the *haute de gamme* Moncler Gamme Rouge and Moncler Gamme Bleu collections, as well as the Moncler, Moncler Grenoble, Moncler Lunettes and accessories collections.

The new Moncler boutique on Boulevard Saint-Germain represents a further step in the Maison's commitment to developing its retail network in the world's greatest cities and the finest ski resorts. With this recent opening in Paris, the brand now has an international network of 140 stores.

#### *Moncler Boutique*

*171, Boulevard Saint-Germain*

*75006 Paris*

*France*

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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.*

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