



MONCLER STRENGTHENS ITS PRESENCE IN THE MIDDLE EAST
AND OPENS THE FIRST MONOBRAND BOUTIQUE IN DUBAI

Moncler consolidates its presence in the Middle East and opens the first monobrand boutique in Dubai, following the recent opening of its first boutique at the Hamad International Airport of Doha.

Located inside the Dubai Mall, one of the world's largest shopping centres and obligatory stop-off point for luxury shopping, the boutique covers a total surface area of 250 sqm revealing an original and exclusive design.

The new architectural concept wisely combines the heritage and the contemporary quality of Moncler. A large white marble stone on the facade depicts an iceberg suspended in the atrium outside the boutique, shaping the entrance; the totally contrasting interiors define an environment where nature becomes a new dialogue element. The very high ceilings give the impression of walking inside a forest in which the products are suspended at different heights, and the display stands are arranged to guide the purchasing experience through the different collections.

The style of the new space is the result of Moncler's collaboration with Gwenaël Nicolas, French designer and founder of the Curiosity design studio, with the goal of creating an ambience almost suspended between ice and nature.

The colour palette used inside the boutique is characterised by the dark wood and by the grey stone as expression of the nature's strength and, at the same time, of its elegance, able to create a timeless stage for all the brand's collections.

*Boutique Moncler
Unit GF 304, Dubai Mall
Fashion Av. Expansion
Sheikh Mohammed bin Rashid BLVD
Dubai*

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 clothing and accessories collections under the brand Moncler through its boutiques and in exclusive international department stores and multi-brand outlets.

MONCLER SPA

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