



**MONCLER DOUBLES DOWN ON ITS PRESENCE IN THE U.S.
BY OPENING ITS LARGEST GLOBAL FLAGSHIP
ON FIFTH AVENUE IN NEW YORK CITY**

Milan, 30 September 2024 – Moncler announces the signing of a lease agreement for a new flagship store on Fifth Avenue in New York City, scheduled to open in early 2026.

The move mirrors Moncler's commitment to the US market and its dedication to increasing the brand's global impact and resonance in the country.

Located in the iconic General Motors building at 767 Fifth Avenue, it will be the largest store in Moncler's global retail network, spanning more than 2,200 square meters across two expansive floors following extensive renovations.

The prestigious location will offer a unique brand experience not just to New Yorkers but also to communities from around the world to discover, engage, and connect with the Moncler brand.

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. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.