



**MONCLER STRENGTHENS ITS PRESENCE IN THE UK
WITH A NEW FLAGSHIP STORE
ON LONDON'S ICONIC NEW BOND STREET**

December 6th, 2024 – Moncler announces the opening of a new flagship store on London's iconic New Bond Street, one of the world's most prestigious luxury shopping destinations. To celebrate the opening, New Bond Street will have an exclusive dark blue colorway of the recently launched LoveFrom, MONCLER collection designed by Sir Jony Ive.

Designed by the French design duo Gilles & Boissier, this new store embodies Moncler's spirit through a blend of timeless elegance and contemporary design, mirroring the architectural charm and allure of London. The façade, a modern reinterpretation of Victorian architecture, greets visitors with symmetrical lines and classic molding details, offset by a textured black finish at street level. This striking exterior creates a refined yet inviting contrast, bridging heritage with modernity in true Moncler style.

Spanning over 540 square meters of selling space across three levels, the store welcomes guests with a pathway of raw metallic arches, juxtaposed against luxurious checkerboard marble flooring, fluted walnut walls and smoked oak moldings. This harmonious mix of materials and textures guides visitors through curated spaces, each designed to showcase collections in an atmosphere of refined elegance.

At the heart of the store, a central roundabout with dynamic LED walls transports visitors into distinct, immersive and sensory spaces, each with a unique color palette. The green marble room and the red room, featuring a striking contrast of lacquer and tapestry, showcase the women's collection. An elegant staircase lined with LED walls and mirrors leads visitors to the first floor, featuring irregular fluted oak moldings, mirrors, marble accents and dark tones, to the men's collection. On the second floor, a futuristic pathway with a floating nickel display and LED metal pillars, takes visitors to the Moncler Grenoble collection and a private appointment room adorned with refined white moldings and damask furnishings.

In line with other Moncler boutiques worldwide, the New Bond Street store is also enriched by artworks and unique installations, including *Butterfly Venus* in marble by Massimiliano Pelletti; known for reinterpreting classical subjects in unconventional minerals, and *Sculptured Extruded Canvas* by Paul Bik, an abstract monochromatic composition that plays with light and shadow on the first floor. On the second floor, visitors can find the 18th-century *Grand Paysage Enneigé*, a typical Romantic landscape, along with *Tête de Livia* by Atelier Promethee, reproducing the sculpture of Livia Drusilla, wife of the Roman Emperor Augustus.

The boutique was designed and constructed following the highest international standards for energy efficiency and environmental impact, and it is currently in the process of obtaining the LEED certification, one of the most recognized environmental building rating systems.

The new store presents the latest from Moncler Collection, Moncler Grenoble, Moncler Genius, and footwear.

The LoveFrom, MONCLER collection is founded upon the friendship and mutual respect between Jony Ive, Remo Ruffini and their respective teams. The collection combines Jony's influential design mastery with Moncler's technical excellence and boundless creativity to create exclusive fabrics, meticulous design details and a reinvention of the humble button.

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.

MONCLER

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