



MONCLER INAUGURATES ITS FIRST BOUTIQUE IN NORWAY

27 August 2018 — After Stockholm, Moncler is consolidating its presence in Scandinavia. It has announced the opening of its first boutique in Oslo, Norway, the latest achievement in its retail network development plan.

In keeping with the global expansion of the brand, which now boasts stores in the most exclusive cities and finest ski resorts worldwide, the new Moncler boutique is located on charming Nedre Slottsgate street, a top-flight destination in the Norwegian capital.

Set across two floors and joined by a white Calacatta marble staircase, the premises cover a total surface area of around 320 square metres, of which approximately 200 will be dedicated to sales. From the entrance, the store invites members of the public to enter and absorb the distinctive haute montagne atmosphere; the layout and use of skilful materials adds a contemporary feel to the space.

The design of the boutique is the work of French architecture studio Gilles & Boissier, Moncler's long-standing partner. A unique effect has been achieved with the flooring, which alternates white marble with black Marquina, fumé oak parquet and carpeting in shades of burnished brown. The boutique, which is divided into different areas by grey stone doorways, has been given a distinctive look with cream-colour leather walls. These contrast with the display units in brass, wood and black metal on the ground floor, and by the dark black wood panelling on the first floor. The ceilings vary from fumé and black oak to pale leather.

The boutique stocks the Moncler men's, women's and accessory collections.

MONCLER BOUTIQUE

Nedre Slottsgate, 13
0157 Oslo
Norway

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.

MONCLER SPA

Via Solari 33, 20144 Milano [T] +39 02 42203500 [F] +39 02 4220451