



NEW ADDRESS FOR THE MONCLER BOUTIQUE IN LONDON

22nd October 2018 – Moncler is strengthening its ties with London, and announces the important relocation of the Sloane Street boutique, which is now moving to number 182-183.

Designed once again by the Gilles & Boissier architecture studio, Moncler's long-standing partner, the boutique is spread out over a surface area measuring around 250 square meters dedicated to sales. Two large windows look out onto prestigious Sloane Street, a point of reference for London's luxury shopping.

Distributed over two storeys, the new premises features an all-new design for the *maison*, defined by the innovative mix of materials and luxury finishing. The wood panelling varies from brick red to green, and is characterised by the use of fine fabrics. The women's clothing level sees a prevalence of floral motifs in hues of pink and dove grey, whilst the level dedicated to men finds musk green moiré silk alternating with contrasting pale and dark walnut wood panelling, which recalls the atmosphere of London's exclusive clubs.

The finest marble recalls the colours of the fabrics in green and pink, making the perfect match for natural brass metals. The façade, in brass and green Gressoney marble, entices consumers to immerse themselves in the warm atmosphere of Moncler, which for the occasion has adopted the timeless British style as its own.

The ranges offered in the new boutique include all the Moncler Genius and Moncler men, women and accessory lines.

MONCLER BOUTIQUE SLOANE STREET

182-183 Sloane Street
SW 1X 9QX
London, UK

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

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