



MONCLER OPENS ITS FLAGSHIP STORE AT MARINA BAY SANDS, SINGAPORE

January 23rd 2019 — Moncler strengthens its presence in the Asia-Pacific Region, announcing the opening of its new flagship store in Singapore's Marina Bay Sands complex.

In line with the brand's exclusive positioning, the new store is located inside The Shoppes at Marina Bay Sands – the most important luxury shopping destination in Singapore. The exterior of the boutique mimics the curves and folds of Moncler's classic down puffer in black marble, showcasing the essence of Moncler at a glance. The new Moncler boutique at The Shoppes at Marina Bay Sands covers a total area of 521 square meters spread across two floors, making it among the biggest Moncler store in the Asia-Pacific Region.

The interior design of the new space is the result of Moncler's collaboration with Gwenael Nicolas, French designer and founder of the Curiosity design studio. A suggestive contrast for the inside is given by a dark wood and grey colour palette alternated with white stones, recreating an evocative ice effect – expression of the nature's strength and elegance – and a timeless stage for the whole product range.

The new store houses all Moncler collections and accessory lines.

THE SHOPPES AT MARINA BAY SANDS

*L1-63 and B1-141
2 Bayfront Avenue
Singapore*

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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