



MONCLER OPENS FIRST FLAGSHIP STORE IN BARCELONA

November 26th 2020 – Moncler opens its first flagship store in Barcelona further strengthening the brand's worldwide network.

The new boutique is located in the exclusive Paseo de Gracia 89, a prestigious destination in the cosmopolitan city. Interior design was entrusted to the architectural studio Gilles & Boissier, continuing the well-established collaborative partnership, which has designed a new space with a refined blend of materials and sensibilities.

The boutique is on two floors, with a total surface of 335 square meters, both the ground floor and the first floor have windows overlooking Paseo de Gracia. The entrance is a high-ceiling space with a gallery and features a bronze statue representing Poseidon by French sculptor Christophe Charbonnel.

The ground floor is dedicated to Moncler women's collections with a powerfully bright and luminous space. The walls are covered with white boiseries with touches of gold, the floor is made of white Carrara marble from Italy embellished with green Gressoney marble, while the large ceiling surfaces are made of mirrors causing an infinity effect.

A statement staircase leads to the upper floor, devoted entirely to Moncler men's collections, opening the view to a succession of rooms and portals that recall the architecture of Barcelona.

The men's section of the store is made with black boiseries and marble in contrast to the women's section. The Grand Antique marble flooring is paired with smoked oak wood panelling and light-coloured leather, the furniture is mainly made of burnished brass, and here again, doorways and ceilings are mirrored to reflect the dark wooden walls.

The new Barcelona boutique will house the Moncler Collection for women and men, Moncler Infant, Moncler Genius and Moncler Grenoble.

MONCLER BOUTIQUE

*Paseo de Gracia 89
08008 Barcelona*

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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