



MONCLER OPENS NEW FLAGSHIP STORE IN LOS ANGELES

Moncler announces the relocation of its Los Angeles boutique to a new design space. The flagship store is located at 340 North Rodeo Drive, in the prestigious shopping neighborhood of Beverly Hills.

Spanning over two levels with a total selling area of 375 square meters (4,015 feet), the boutique's exteriors and interiors blend Moncler's distinctive mountain-inspired heritage with L.A.'s bright aesthetics to create a warmer atmosphere. Pinewood, ivory Italian Travertine stone and grey Ceppo di Gré stone are teamed with mirrored surfaces and black metal to give the boutique a fresh and contemporary finish.

The focus of the new space is a striking central staircase, which connects the two floors almost like a ribbon, with a sinuous helical shape in concrete and Travertine stone. While the ground floor features a vast selection of Moncler's collections, the second level is dedicated to a more personal shopping experience, with areas thoughtfully designed for private appointments, with an outdoor rooftop space that welcomes guests for special in-store events. The boutique's majestic façade with its impressive pillars and expansive windows offers prime vistas over Rodeo Drive.

To celebrate the launch of the new flagship boutique, Moncler has collaborated with L.A.-based artist Steven Harrington to create a limited-edition art toy Pupazzo in three distinctive designs. Known for his psychedelic-pop aesthetic, Harrington has infused his creative vision for the opening with the Pupazzo, bringing a laid-back L.A. vibe to Moncler's mountain spirit character. Two of Harrington's iconic Palm Tree characters will be featured within the store's windows, while an oversized Pupazzo will live within the new boutique's first floor. A short film to mark the opening of the new boutique explores Harrington's design approach and connection to the city. The physical and digital worlds merge with the arrival of the Moncler Pupazzo by Steven Harrington on [Moncler.com](https://www.moncler.com), where new content will be unveiled and guests will have the opportunity to enter to win the limited-edition art toy.

The new boutique will carry the latest from Moncler Collection, Moncler Grenoble, and Moncler Genius.

STEVEN HARRINGTON BIOGRAPHY

Cited as the leader of a contemporary Californian psychedelic-pop aesthetic, Los Angeles-based artist and designer Steven Harrington is best known for his bright, iconic style that encourages a two-way conversation between the artist and viewer. There's a timeless quality to his playful yet contemplative work, which is inspired by California's mystique, vastly diverse landscape, and thriving mix of cultures. Embracing a multimedia approach, Harrington's portfolio includes large-scale installations made of fiberglass and aluminum, hand-painted canvases, limited-edition products, skateboards, and sculptures.

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 SPA

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