



MONCLER INAUGURATES ITS FIRST STOCKHOLM BOUTIQUE

21 December 2017 – Moncler announces the opening of its first single-brand boutique in Sweden, Stockholm.

The store is set on the crossroads of Master Samuelsgatan and Birger Jarlsgatan, one of the most famous and luxurious shopping areas in the Swedish capital. It has seven windows overlooking both streets welcoming customers inside.

The Stockholm boutique is laid out over a single storey, with a total surface area of 307 square metres, 150 of which are set aside for sales. The boutique houses all of Moncler's men, women and accessory ranges, as well as Moncler Grenoble, the most technical collection featuring garments designed for the mountains and city.

In keeping with the maison's hallmark style, the interior has been designed by French architecture studio Gilles & Boissier, long-time partner of the Brand. The ceiling and walls feature black wood panelling including metal details, marble and leather for the area dedicated to women, and parquet floors with marble walls for the men's section. Together they recreate the welcoming *haute montagne* atmosphere which is the defining trait of the maison's boutiques worldwide.

With this opening, Moncler marks another strategic step in its retail development plan, the aim of which is to strengthen its presence in the Scandinavian market as well as Europe's key cities.

*MONCLER Boutique
Birger Jarlsgatan 13
111 45 Stockholm
Sweden*

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

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