



MONCLER SOHO NEW YORK BOUTIQUE RELOCATION

September 14th, 2018 — Moncler's solid ties with New York, a city which has long been a keystone in the brand's global development strategy, are undertaking an important evolution with the relocation of the Soho Boutique, which is moving to 99, Prince Street.

The new boutique boasts a large window overlooking Prince Street in the heart of Soho. The concept has once again been designed by French studio Gilles & Boissier, long-time partner with whom the brand has created a signature code of design and style which has come to represent the Moncler interior aesthetic around the world.

The new store is set out over two floors, with a selling area covering around 550 square meters. Every detail expresses the heritage of the Moncler world with a wholly contemporary language. Tones of black, serve as a leitmotiv throughout the environment, whilst the floors and singed wood panelling create a contrast with white marble, stone and metal furnishings. The staircase linking the two selling floors is in metal and marble, with a sophisticated shading technique that alternates nuanced tones of black and brown, to striking effect. The brick walls and ceilings counterbalance the marble, creating an atmosphere in perfect harmony with New York's Soho district. The interior design of the boutique is further enriched by two bronze sculptures, the first at the entrance by David Nash – his metal works explores fundamental shapes, or expertly mimic the surface of his charred wooden sculptures, which are then cast in bronze. While the second bronze artwork is by the Beijing-born artist and poet Ma Desheng becomes the focus point at the ground floor.

The product range offered in the new boutique is complete, including Moncler Genius and Moncler for men, women, children and accessories.

MONCLER BOUTIQUE SOHO
*99 Prince Street,
New York 10012*

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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