



## **MONCLER OPENS IN LONDON ITS FIRST TEMPORARY STORE DEDICATED TO MONCLER GRENOBLE**

*7th November 2018* – After having recently announced the relocation of the Sloane Street boutique, moved to number 182-183, Moncler inaugurates in the former Moncler boutique at 197 Sloane Street the first temporary store dedicated to the Moncler Grenoble collection, the brand's long-standing technical skiwear line part of the brand heritage.

While maintaining the link with the DNA and the unique identity of the brand, the boutique celebrates the Moncler Grenoble collection by amplifying its distinctive character: the interior of the store is renewed with an unusual mix of colors and optical illusion modern floors, while materials and finishing are still designed by architectural firm Gilles & Boissier featuring the unmistakable hallmark of the haute montagne style.

Innovation, DNA and experimentation: the temporary store, redefine the concept of temporary space and reserve an unprecedented Moncler experience for the consumer, rewriting the rules of the monobrand store and carrying the Moncler Grenoble F/W 18–19 range including 3 Moncler Grenoble collection.

Moncler Grenoble owes its name to the French village where the brand was founded in 1952. It is precisely this period of history that the collection develops: mixing pure and traditional fabrics with technical features. Moncler Grenoble is a complete collection for men and women that stands out for its technicality as a common thread, inspired by the great classics of the sports wardrobe. With Moncler Grenoble, the brand has returned from its launch to its roots by reappropriating its history through a detailed and complete stylistic choice that is always related to a rediscovered functionality where the first breath is technical, while the second is formal recovery with style.

### **MONCLER BOUTIQUE SLOANE STREET**

197 Sloane Street  
SW 1X 9QX  
London, UK

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*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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