



NEW MONCLER FLAGSHIP STORE IN MUNICH

December 9th, 2019 — Moncler strengthens its ties with the city of Munich by announcing the reopening of its expanded and renewed store along Maximilian Strasse, the prestigious high street of luxury shopping in the heart of the historical city center.

Designed by the architectural firm Gilles & Boissier, long-standing partner of Moncler, the boutique comprises a selling area of 400 square meters and is spread over two floors: one floor of contemporary architecture contrasts starkly with classic Bavarian inspirations of the other. The ground floor welcomes the client with embellished Emperor marble floors which are interrupted by fragments of light and large mirrors that reflect the black wall paneling.

A grand travertine marble staircase leads to the lower floor, revealing a succession of rooms that recall the architecture of the city.

The new flagship store presents all the Moncler collections.

MONCLER BOUTIQUE
Maximilianstraße 11-15
80539 Munich, Germany

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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