



ATLANTA: OPENING OF THE FIRST MONCLER BOUTIQUE

October 2014 – The new Moncler boutique is making its debut in the south-east of the USA, in Atlanta. The uptown area of Buckhead, a prestigious reference point for luxury shopping in town, the *maison*'s new boutique provides an outstanding showcase for the brand's collections. A large, bright window reveals the world of Moncler. The premises have been designed to be unique. Whilst underscoring the elegance of the French *chêne fume* wood panelling, added movement is provided by the glass and metal used for the display area, and the grey marble used for the floors.

The boutique houses a wide selection of garments from the Moncler and Moncler Grenoble collections for men and women, as well as accessories.

The new Atlanta boutique, designed by the Gilles&Boissier architecture studio which has worked alongside the brand for several years, is only the latest to join the vast international retail network of the *maison* with high altitude roots, which now boasts a presence in the world's greatest cities and most exclusive ski resorts.

On Wednesday 22 October, a warm and intimate atmosphere in pure *haute montagne* style, entirely in keeping with the *maison*'s origins, will be welcoming guests to celebrate the opening, whilst affording an exclusive preview of the new collections for Fall-Winter 2014-15.

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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.