



A NEW MONCLER BOUTIQUE IN BRUSSELS

Moncler is expanding its retail network in Belgium; following Anvers, it is now inaugurating a brand new store in Brussels. The boutique features the distinctive “haute montagne” atmosphere which conveys the roots of the brand.

The new store is opening its doors into the universe of Moncler and Moncler Grenoble ranges. The intimate premises houses a selection of men and women’s clothing and accessories, which combine the needs of outerwear with day-to-day city life.

A large store window marks the entrance of the new destination in Boulevard de Waterloo, right in the heart of the Belgian capital. Designed to be unique, thanks also to the elegance of the French wood panelling in chêne fumé colour wood, the premises feature added luxury with the grigio carnico marble used for floors and walls.

The Brussels boutique was designed by the Gilles & Boissier architecture studio, which has worked alongside the brand for a number of years, and is the latest addition to the maison’s international retail network. Established at high altitude, it now numbers 180 single-brand boutiques located in the world’s most important cities, not to mention the most exclusive ski resorts.

Originality, creativity, quality, innovation and experimentation: these are the values that underpin the strategy that has heralded the success story of Moncler, allowing it to become a truly global brand.

Moncler Boutique Brussels
Boulevard de Waterloo 57/a
1000 – Brussels – Belgium

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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