



MONCLER BOUTIQUE COSTA MESA

Moncler is continuing the expansion of its American retail network with the inauguration of a new boutique in exclusive Orange County's South Coast Plaza, one of California's most important luxury shopping centres.

The new boutique is set out over a single storey. In addition to stocking Moncler's clothing ranges for men and women, it also offers the public a vast selection of the Maison's accessories.

The premises feature a unique design, underscored by the elegance of the French *chêne fumé* colour wood panelling. Added movement is provided by the glass and metal inserts used for the display area, and the *grigio carnico* marble used for the floors. Two large store windows mark the entry into the Moncler boutique, designed by the Gilles&Boissier architecture studio, which has worked alongside the brand for a number of years.

The Costa Mesa - California boutique is the latest addition to the international retail network of a Maison established at a high altitude, and now found in all the world's most important cities and most exclusive ski resorts.

*Moncler Boutique Costa Mesa
Level 2 - Saks Fifth Avenue Wing
3333 Bristol Street - Suite 2630
Costa Mesa, CA 92626*

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.