



## MONCLER OPENS ITS FIRST BOUTIQUE DEDICATED ENTIRELY TO MEN IN PARIS

January 2015 – Moncler has opened its first boutique dedicated entirely to its men's collections in the Parisian district of Le Marais.

It is a new project in terms of both its content and design. The intimate premises have a surface area of 80 m<sup>2</sup>, and for the first time they will only be featuring the Maison's men's ranges, Moncler main collection and Moncler Gamme Bleu, offering a vast selection covering everything from outerwear to knitwear, accessories, bags and the Moncler Lunettes eyewear collection.

Two large windows mark the entrance into Moncler's newest premises in the Ville Lumière. The display area has been designed to create a common link with the shop's exterior. The entire design is the work of the Gilles & Boissier studio, which has worked alongside the brand for a number of years. It focuses on materials of exquisite quality, such as rough travertine marble and the polished Eucalyptus wood used for the ceilings and walls. Steel details, mirrors and bright backlit surfaces create reflective effects that create a warm and contemporary atmosphere, in keeping with the "haute montagne" style.

This latest Moncler boutique in the Le Marais district represents another stage in the Maison's retail development plan. Seven years after it opened in Rue de Faubourg St. Honoré, and just a few months after it inaugurated the Saint-Germain boutique, Moncler is strengthening its presence in the French capital with the opening of this, its third single-brand store. The total number of single-brand boutiques located in France now totals ten, with 168 Moncler stores worldwide.

*Moncler Boutique Paris, Le Marais*

*11 Rue des Archives*

*75004, Paris, France*

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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.*