



NEW MONCLER BOUTIQUE IN TAIWAN — TAIPEI 101

August 2015 – two years after Moncler made its debut in Taiwan, the brand is increasing its retail network by opening the new premise in Taipei 101 Mall. Located in the heart of the city, Taipei 101 is not only the landmark in Taipei, but also the most premier shopping destination that brings together the comfortable atmosphere, delightful shopping experience, and architectural aesthetics.

The design of the boutique's interiors has been entrusted to the Gilles&Boissier architectural firm, which handles the design of Moncler's retail network for years. The boutique covers a surface area of approximately 250 m². Two large shop windows introduce the customers to the world of Moncler, which is emphasised by the elegance of the chêne fumé wood panelling used for the wall and ceilings, and the modern effect created by the glass and metal used for the display area, as well as the Carnico grey marble used to pave the floors.

The new boutique will present the complete Moncler universe: Moncler Gamme Bleu and Moncler Gamme Rouge, the collections where Moncler technical and sporty origins meet tailoring; Moncler Grenoble, the performance wear perfectly combines the vintage contemporary aesthetics; and the most popular day-to-day city life style – Moncler collection and accessories, together with the special collaborative collection and Enfant collection.

MONCLER Boutique
Taipei 101
No. 45 Shifu Road
Xinyi District
Taipei

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.