



**MONCLER OPENS ITS FLAGSHIP STORE IN GINZA, TOKYO
AND ANNOUNCES NEW PARTNERSHIP WITH ARTIST DUO FRIENDSWITHYOU**

Moncler is consolidating its presence in Japan with the opening of a new flagship store in Tokyo, set in the top-flight Ginza shopping district. The brand's new boutique, spread across 560 square metres over two floors has been designed by Parisian architects Gilles & Boissier. For years their ties with the fantastical world of Moncler have been the result of a lively partnership and the codes of a very strong, well-defined form of aesthetic. The new opening in the Japanese capital, where the brand already has stores in the main districts of Aoyama, Shibuya and Shinjuku as well as other Tokyo locations and the country's main cities, is set to take place on 24th October. The opening will include a varied calendar of events bursting with new energy, highlighted by the launch of a new partnership with young Los Angeles artist duo, FriendsWithYou.

Once again the Italian-French brand is working directly with today's young and creative generations, interpreting and assimilating its language, sources of inspiration and moods. The universe of comic signs of the FriendsWithYou duo, their references to pop icons such as Malfi, Snowy, Happy Virus, Look Who, or the fluorescent rainbow of Mr. TTT, the visual repertoire of smiling graphic clouds, of penetrating, astonished eyes, of mouths and fun monsters, are the hallmarks of a collection of puffer jackets developed in different colors that range from black to light-blue, from red to yellow, which are completed by sweatshirts, t-shirts bags and sneakers. The Moncler FriendsWithYou collection will be sold as a world exclusive preview in Tokyo to celebrate the opening, on 24th and 25th October. It will then be available in all Moncler single brand stores from the 2016-17 Fall/Winter season onwards.

Large, three-metre high inflatable sculptures accompanied by other smaller ones in resin portraying the various FriendsWithYou icons will be taking over the boutique premises, where the Californian art team will be appearing on 24th October for a book signing and to further personalise the pieces from the collection produced with Moncler. In the boutique, throughout the course of a whole day different events will be held; a real Festival of art and creativity, which will see, among others, a celebrity photoshoot by provocative photography wizard Terry Richardson and a DJ set from Virgil Abloh which will accompany the cocktail hour.

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.

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