



MONCLER INAUGURATES THE FIRST SINGLE-BRAND BOUTIQUE IN THE MIDDLE EAST AT DOHA'S HAMAD INTERNATIONAL AIRPORT

Following the success of the pop-up store launched two months ago inside Qatar Duty Free, Moncler has inaugurated its first single-brand boutique in the Middle East at Hamad International Airport, Doha.

The new premises spans across a 80 metre squared retail space. The boutique successfully reflects Moncler's haute montagne aesthetic and vision, whilst keeping in tune with the maison's roots and heritage. Elegant French Chêne Fumeé wood panelling contrasts beautifully against striking grey marbled ceilings and walls and against white Calcutta marble display cases - all contributing to a warm and welcoming luxury retail atmosphere, synonymous with the Moncler brand.

Moncler, a maison established at high altitude with stores in the world's biggest cities and the most exclusive ski resorts, has accordingly added a new destination to its direct international retail network.

*Moncler Boutique
Hamad International Airport(Doha)
Doha, Qatar*

About Moncler: 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.

About Qatar Duty Free: Qatar Duty Free (QDF) operates the retail experience at Hamad International Airport (HIA), the Middle East's only five-star awarded airport, in addition to an outlet at Doha Port. The innovative, award-winning duty-free operator was recently announced as a global favourite as one of the world's top five airports for shopping in the 2016 Skytrax World Airport Awards voted for by more than 12.5 million travellers.

QDF is the proud sponsor of Qatar ExxonMobil Men's Open, Commercial Bank Qatar Masters Golf Championship, Qatar Total Open women's tennis tournament and Doha Rugby 1st XV.

At Hamad International Airport, Qatar Duty Free offers 40,000 square metres of combined retail, food and beverage facilities, establishing the retailer as a premier shopping and dining destination. With more than 70 retail outlets offering an unprecedented selection of designer labels, fashion, electronics, gourmet foods and much more, QDF at Hamad International Airport caters to all tastes and needs. In addition, more than 30 cafes and restaurants offer a sumptuous selection of global and local cuisine.

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