



**MONCLER. NEW LOCATION IN SEOUL:
THE FIRST *FLAGSHIP STORE* TO OPEN AND UNVEIL A PIECE FROM THE MONCLER “O”
S/S2017 by OFF-WHITE C / O VIRGIL ABLOH™ COLLECTION IN LIMITED EDITION**

Moncler will inaugurate its first Flagship Store, a 400-square-meter boutique, in Cheongdam-dong, Seoul’s most prestigious shopping destination.

Located in the heart of the most important shopping street in East Asia, the boutique is the result of yet another creative project with Parisian architects “Gilles & Boissier”, long-time collaborators with Moncler. The new boutique, cozy and contemporary, occupies two floors and is perfectly aligned with the other Moncler Flagship Stores located in the world's most important cities.

The brand has chosen the South Korean capitol to launch a new store concept, characterized by art and design, for both the refined clientele and the countless international tourists who flood Seoul’s renowned shopping street. The façade and the interior of the new boutique are in white and black marble, while Moncler’s innate originality and creativity are expressed by graphic designer Alix Walines’s pointillist pencil murals displayed on the walls of the boutique. Other display areas in the space are decorated with more works by Waline, inspired by old buildings, museums and sites in Seoul that the French artist visited during his time in South Korea's capitol. Work by Eva Jospin, the Parisian daughter of the ex-French Prime Minister, will be on public display inside the boutique “Foret” to celebrate the inauguration. The work is dedicated to the “forest” theme and is in perfect harmony with the store’s “haute montagne” style.

The new boutique will carry the Moncler Gamme Bleu and Moncler Gamme Rouge lines, as well as the Moncler and Moncler Grenoble collections for him and her, accessories, Moncler Enfant and all the brand's special items.

The Flagship Store opening event is set for the 28th of October, at which time the world premiere of the new Moncler “O” S/S 2017 collection will be presented, along with the Limited Edition jacket especially created for the Seoul boutique in collaboration with OFF-WHITE C / O VIRGIL ABLOH™.

To celebrate the opening, Moncler will unveil the limited series preview; only 50 jackets that are part of the new Moncler “O” with OFF-WHITE C / O VIRGIL ABLOH™ collection. The jackets will be available for purchase exclusively at Moncler’s boutique in Korea in Spring/Summer 2017.

Moncler Boutique
458, Apgujeong-ro, Gangnam-gu,
Seoul, 06015, Korea

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.

MONCLER SPA

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