



MONCLER OPENS
ITS FIRST BOUTIQUE DEDICATED TO THE MONCLER ENFANT COLLECTION IN MILAN

December 2017 – Following the recent opening of the flagship store at 1, Via Montenapoleone last October, Moncler is now opening its first Boutique entirely dedicated to the Moncler Enfant collection in Milan.

The historical boutique at 7, Via della Spiga in Milan has in fact been transformed into the world's first store dedicated exclusively to the Moncler Enfant collection. Whilst maintaining its ties with the brand's DNA and unique identity, the range features all-new elements with a more playful take which are closer to the children's world. The boutique has a stand-alone playground area, offering kids interactive forms of entertainment.

The premises cover a total surface area of 207 metres squared, 130 metres of which are dedicated to sales. The furnishings have been made combining finishes in fine materials such as ivory leather and chène fume wood.

Moncler's Enfant collection has always featured the *mini-me* version of Moncler's adult collection, the hallmarks of which are adapted to children's needs for practicality and flexibility. They are re-interpreted with a playful and exciting exploration of new styles and colourways, teamed with in-depth creative research.

It is a surprising selection of products reflecting themes from the adult's collections, these products underscores the extent of this particular section of the brand's ranges as an area of primary importance, investing in extensive experimentation from every angle.

The brand's cornerstones have always been innovation and tradition, combined with a technical, stylish approach. Colour is the defining trait of Moncler's collections for kids, and is also the distinguishing feature underpinning the concept of the new Boutique: red, orange and different shades of pink have been chosen for the colour palette used for the wallpaper and carpeted floors. And Monduck, Moncler's mascot, has been turned into a pattern motif that adds definition to the surface of every wall.

*MONCLER Boutique
Via Della Spiga 7
20100 Milano*

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 clothing and accessories collections under the brand Moncler, 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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