



MONCLER OPENS ITS SECOND BOUTIQUE IN TORONTO ON BLOOR STREET

October 2017 – Moncler, the high-altitude maison with stores in the world’s most important cities, has opened its second boutique in Toronto, on Bloor Street. The surface area of 2,800 square foot (255 square meters) in total, of which 2,100 square foot (190 square meters) is dedicated to sales alone, will be the brand’s third Canadian outpost, after its Toronto Yorkdale Shopping Centre boutique, which opened in September 2014, and its Vancouver boutique which opened in December 2015. It is the brand’s 25th location in The Americas.

Designed by the architecture studio Gilles & Boissier, a longtime collaborator of the brand, the boutique’s design concept is true to that of the brand’s other locations. A dramatic marble façade greets the customer. Inside, the boutique is divided into four areas, all featuring their own element of discovery through product, experience and environment. The first room features the Women’s & Men’s Moncler Grenoble Collections. The second room is a dedicated Women’s & Men’s shoe salon, with Women’s ready-to-wear punctuated throughout. The final two rooms are dedicated to Women’s ready-to-wear.

As in many Moncler boutiques worldwide, elegant white walls and boiserie with plaster molding contrasts against the modern glass and dark metal caselines used for display. Specific to this boutique are the three hammered brass walls which complement the lacquer walnut wood bays, adding a notable dimension of warmth to the space. Also new to the design concept are subtle textural treatments to the ceiling; each salon featuring a different ceiling style: slats of black wood, deep brown wood, or white plaster, allow each room to distinguish itself.

The Toronto Bloor boutique will have an extensive selection of Moncler’s Men’s and Women’s ready to wear and accessory collections, including the more technical, performance-focused Moncler Grenoble line.

Moncler Boutique Toronto Bloor
131 Bloor Street West
Toronto, ON M5S 3L7
Canada

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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