



## NEW MONCLER OPENING IN SINGAPORE

September 2015 – Moncler is adding a new frontier – Singapore Orchard Road – to its direct retail network with the opening of the first boutique in ION Orchard Singapore. Located in the prime site of Singapore’s commercial and shopping artery, ION brings together the world’s most loved brands and lifestyle.

The boutique has an overall surface area of approximately 115 m<sup>2</sup>. A number of sophisticated and decorative elements contribute to the boutique’s warm and welcoming atmosphere, in the purest haute montagne style and in perfect keeping with the Maison’s roots. Grey carnicio marble floors, glass and metal display areas and French wood panelling in smoked oak cladding the walls and ceilings, are just a few of them.

The new destination, designed by the Gilles&Boissier architecture studio which has worked alongside the brand for several years, is only the latest to join the international retail network of the Maison with high altitude roots, which now boasts a presence in the world’s greatest cities and most exclusive ski resorts.

A wide selection of garments is housed at the new boutique: Moncler Grenoble, the performance wear that perfectly combines the vintage contemporary aesthetics and the most popular day-to-day city life styles – Moncler main collection and accessories.

**MONCLER Boutique**  
Singapore ION  
No. 2 Orchard Turn  
Singapore

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*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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