



## MONCLER OPENS IN PRAGUE

December 14 - Just in time for ski season, Moncler has added a new shop to its international network, inaugurating its first boutique in Prague, in the heart of the exclusive & renown French boulevard of Parizska Street.

The premises have been designed to be unique. Whilst underscoring the elegance of the French *chene fume* wood panelling, added movement is provided by the glass and metal used for the display area, and the grey marble used for the floors.

A luxurious, high-altitude selection of garments is housed at the new boutique, including Moncler and Moncler Grenoble lines for men and women, as well as accessories and the Moncler Lunettes collection.

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 vast 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.

*Moncler Boutique Prague  
Pařížská 20  
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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.*