



MONCLER ANNOUNCES THE OPENING OF ITS LUCERNE BOUTIQUE

26th November 2018 — With the announcement of the opening of its Lucerne boutique, Moncler is consolidating its presence in Switzerland. The new boutique joins those already opened in Zurich, Lugano and Geneva, as well as its stores in the exclusive ski resorts of St. Moritz, Zermatt, Crans Montana, Gstaad and Verbier.

The new boutique covers a surface area of approximately 225 square metres, distributed over two storeys linked by a white marble staircase with *grigio carnico* steps. The store, which also features *grigio carnico* walls, is located in the atmospheric St. Grendelstrasse, a reference point for luxury shopping in the city.

The premises feature a unique combination of materials. The design is the work of French architecture studio Gilles & Boissier, Moncler's long-standing partner. The floors alternate *grigio carnico* and white *Calacatta* marble, whilst the walls of the basement level are adorned with cream-colour leather and display niches in brass, white marble and metal. On the first floor, the dark black wood panelling creates a bold contrast with the light marble and burnished brass. The ceilings vary from *chêne fumé* oak to cream-colour leather, whilst the cornices are in a brushed wood finish.

The new Lucerne boutique carries the Moncler's men, women and accessories collections.

MONCLER BOUTIQUE
St. Grendelstrasse, 21
6004 Lucerne, Switzerland

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

Via Solari 33, 20144 Milano [T] +39 02 42203500 [F] +39 02 4220451