



MONCLER ANNOUNCES THE OPENING OF ITS FIRST BOUTIQUE IN MEXICO CITY, MEXICO

November 2018 – Moncler marks a new and important phase in its retail development plan and announces the opening of its first boutique in Mexico City, strengthening its presence in the Americas.

In line with Moncler's exclusive positioning strategy, the 180 square metres boutique distributed over a single floor is located inside the Artz Pedregal Mall, in the famous district of Jardines de Pedregal, a prestigious area of the Mexican capital.

The entrance and the two large windows are clad in marble and welcome the public into a warm and embracing atmosphere. The design of the interiors, entrusted once again to the pair of French architects, Gilles & Boissier, connected to Moncler by a long-standing collaboration, plays with grey Carnico marble alternated with the white Calacatta for the floors and ceilings. French boiserie in carved wood with floral patterns in relief for the walls. In contrast, glass and metal defines instead the display area. On the bottom of the store, a sculpture of kinetic light greets the customers; it was created exclusively for the boutique in Mexico City by the Belgian artist Bardula who has already worked with the brand for the boutique on Madison Avenue in NY. It is composed of an installation of gold plated metal blades that expand in the space to create unique geometries.

The new Mexico City boutique, in addition to selling the Moncler's men, women and accessories lines, also carries the Moncler Genius collections.

MONCLER BOUTIQUE
Periferico Sur, Jardines del Pedregal
01900 Ciudad de Mexico
CDMX, Mexico

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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