



MONCLER FLAGSHIP STORE IN COPENHAGEN

18 March 2019 — Moncler announces the relocation of its Copenhagen boutique opened in 2011. The flagship store is now located in the exclusive Østergade street 36-38, a prestigious destination in the Danish capital.

The new boutique on two levels covers a total surface area of around 540 square metres. Once again, the creative concept is that of the Gilles & Boissier architecture studio, a historical partner of the brand, which has designed a new space with a distinctive Nordic flavour, defined by a blend of new materials and light hues.

The venue is split into several rooms. The first, dedicated to Moncler men's collections, features a striking contrast between dark walnut panelling alongside Bardiglio grey and Carrara white marble, paired with black metal and burnished brass furnishings. Next up, a room dedicated to Moncler women's collections and Moncler Enfant, white wood and light walnut panelling blend with the light grey beams of the ceiling. Both rooms feature diagonal-patterned floors in various types of marble, such as light and dark Bardiglio grey and Carrara white. A dark marble staircase leads to the last room, devoted entirely to Moncler Grenoble, a collection with a purely sporting vocation whose technicality is its hallmark. In this space the concept changes completely: large windows allow natural light to spill into the room, illuminating the smooth concrete floor and walls.

The boutique is adorned by original frescoes designed by the French artist Cyprien Chabert, known for his combined use of fresco and sculpture to reproduce natural elements that fit seamlessly into the hosting environment. For Moncler, Chabert has created an embossed linear pattern that is repeated endlessly, encompassing both space and matter.

The flagship store showcases the Moncler Genius, Moncler men's, women's and accessories collections, as well as Moncler Grenoble and Moncler Enfant.

MONCLER BOUTIQUE
36 – 38 Østergade
1100 Copenhagen, Denmark

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 through its boutiques and in exclusive international department stores and multi-brand outlets.

MONCLER SPA

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