



MONCLER OPENS ITS SECOND FLAGSHIP STORE IN MILAN AT GALLERIA VITTORIO EMANUELE II

A new place to experience the spirit of Moncler

September 20th, 2021 – Moncler presents a love letter to the city by opening its second Milanese flagship store. In an extraordinary city where '80s *paninari* style saw Moncler jackets become synonymous with the period, and where the brand's headquarters stand, the store offers an inspirational experience that allows customers to embrace the energy of the world of Moncler in a physical space.

Accentuating Moncler's close ties with the city, the store is set within another great symbol of Milan, the iconic Milano Galleria Vittorio Emanuele II. This historic building is Italy's oldest active shopping gallery, and the landmark area has a long history as a space where community can gather. Moncler Galleria Milano echoes this sentiment, creating a physical space that allows the Moncler community to dive into the spirit of the Moncler world.

The new boutique, spanning a total of 630 square meters, has been conceived by Gilles & Boissier architecture studio, a historical partner of the brand. The painstaking preservation and restoration of the building's decorative features – from the stucco ceilings, to the ornamental gold-leaf – were brought back to their original splendour, thus continuing the building's proud narrative as piece of history.

The opening heralds an exceptional bricks-and-mortar meeting point, offering the sensory ambience where every nuance of the Moncler shopping experience comes to life in-store through sight, sound, and the personal touch. Even the sense of taste has been catered to, with the introduction of Moncler's first-ever candy corner: a dazzling jewel-toned display of sweet creations, from historic Turin artisan confectioners, Stratta.

Two light-filled levels provide a sense of space in which to discover the latest Moncler Men's, Women's and Infant collections, high-performance and stylish Moncler Grenoble skiwear, and the latest collaborations from Moncler Genius. Dedicated private chambers on the second floor provide new levels of discretion and comfort.

Every detail has been delicately calibrated to serve the overall vision: a duet of old and new, choreographed to inspire and surprise in a shopping moment that is anything but expected. Ornate classical plaster and woodwork, exquisite furniture, and rich soft furnishings lend character to sleek marble and glass angles, graphic monochrome stripes and organic black metal stairs. A striking installation by the fêted Humans since 1982 studio spans both floors: a visual centrepiece that is both a state-of-the-art analogue clock and an immersive kinetic artwork.

At Moncler Galleria Milano, Milanese legacy meets soaring imagination. Just as the building is rooted in bringing people together, customers are invited to step inside and embrace the world of Moncler. Within this newly created space, history is embraced but tomorrow is always in view, and new and old Moncler voices can gather in a city forever linked to Moncler's story and heart.

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. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.

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