



MONCLER EXPANDS ITS BOUTIQUE IN ROME

On December 2nd, Moncler marks its ten-year Roman anniversary with an expansion of its iconic boutique in Piazza di Spagna.

With a concept conceived by longtime partner of the company, Parisian design studio Gilles & Boissier, the extension brings the boutique to a selling area of 170 square meters, and blends classical grandeur with high-tech innovation for a postmodern take on a mythic yet modern city.

Customers can discover the latest collections in the enlarged space, illuminated by natural light from three new windows, as well as glimpse the porthole view of the famous Spanish Steps from the feature skylight.

The building's circular entrance, at the crossroads of Via Condotti and Piazza di Spagna, echoes the architecture of the neighbouring Pantheon. Calacatta and red Lepanto marble, cast brass, and travertine find new frequencies below video-LED screen ceilings, boiserie and acid-etched iron. A bronze sculpture by contemporary artist Christophe Charbonnel enriches the space.

Featuring Moncler Collection for men and women alongside an exclusive selection of items from Moncler Genius, the expanded store takes the customer experience to greater heights offering visitors the chance to immerse themselves in both the magic of Rome and the wider world of Moncler.

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.

MONCLER SPA

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