



Moncler flagship store in New York.

HOME / NEWS / STORIES

OPENING

Moncler celebrates first US flagship store with Thom Browne capsule collection

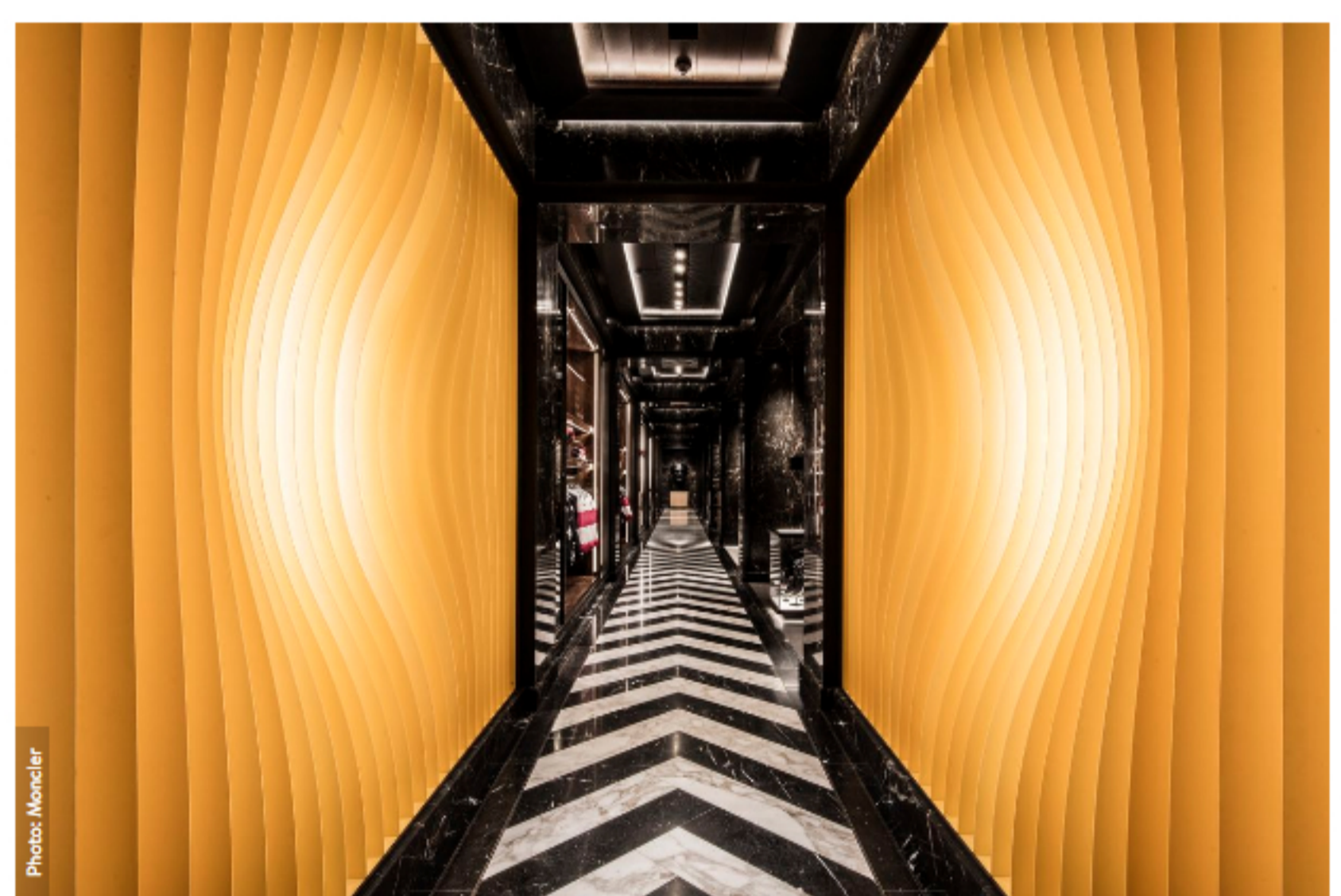
by Maria Cristina Pavarini – November 23, 2016

Upper sportswear brand Moncler has celebrated the recent opening of its first American flagship store in New York City, in the prestigious Madison Avenue. Like all other Moncler locations, the over 600 sq. meter boutique was designed by the French architects Gilles & Boissier.

For this special occasion, the brand paid homage to the Big Apple in a creative though experimental way by creating a unique art installation designed by Thom Browne, decorating the background of the boutique. The installation "USA Flag" consists of 28 special edition iconic Moncler duvet jackets designed by the stylist with top quality materials and fine details, having the American flag as their common theme. The individual jackets -all the same model but different from each other- collectively created a mosaic on one wall of the flagship store.



'USA Flag' installation by Thom Browne.



Moncler NYC flagship store.

Each of the 28 duvet jackets, unique and numbered, will be sold for charity online at moncler.com benefitting Robin Hood, New York's largest poverty-fighting organization. The entire Moncler Special Collection designed by Thom Browne, features jackets, cashmere sweaters and other special items bearing the charm and strength symbolized by the American flag. All items will be available only at the Madison Avenue boutique alongside the exceptional art-concept.

As part of the celebrations Moncler declared its love for New York through "Brave", a short musical film by the celebrated New York director Spike Lee. The over-4-minute short movie mixes different music genres including ska and funky rhythms, bringing to mind the fascinating multifaceted identity of the city.

Spike Lee for Moncler: 'Brave'



"I deeply believe that New York City is the greatest city on this God's Earth," commented Spike Lee. "I am a storyteller. And I decided to film on a sweltering muggy August day, probably the hottest day of the year."

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