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## Moncler Opens its First Boutique in Mexico City

BY FASHIONWINDOWS NOVEMBER 9, 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 meters 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

Photos courtesy of Moncler



Moncler Boutique Mexico City



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