

MONCLER WITH FIRST BOUTIQUE IN MEXICO CITY —

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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 metres 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.

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