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Moncler Opens American Flagship Store in New York City

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By **Natalie White**

Moncler has opened its American flagship store in the heart of New York City on Madison Avenue, to add to a second on Prince Street in downtown Soho.

Like all other Moncler locations, the over 600 sqm boutique in Madison Avenue was designed by the French architects Gilles & Boissier and was officially opened on 16 November.

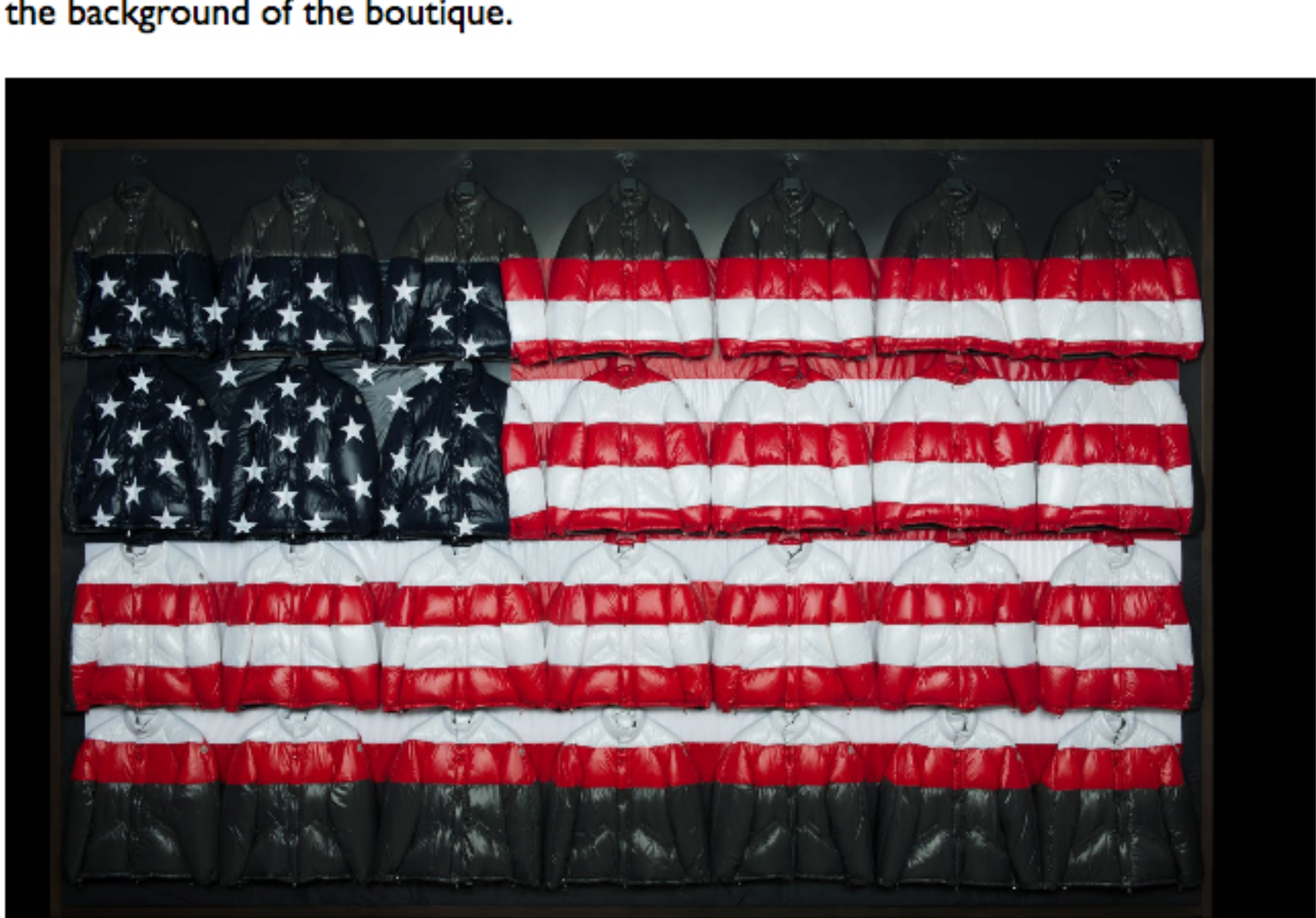


A kinetic light sculpture and two art installations called "Solaris" and "Tête Moncler" are also in store. Solaris is a symmetrical installation of 24 gold metal blades by artist Bardula, and Tête Moncler is a sculpture by French artist Christophe Charbonnel that takes cues from his Goliath sculpture.



The Madison Avenue flagship also carries a wide array of Moncler products and collaborations. In store, customers will find the company's namesake label, its Grenoble line, and Gamme Rouge and Gamme Bleu collections. The flagship will also carry collaborations and capsules such as Moncler O, the men's collection with Off-White.

As a special tribute to the Big Apple, the brand's iconic duvet jacket forms an art installation designed by Moncler Gamme Bleu designer Thom Browne to decorate the background of the boutique.



The installation entitled "USA Flag", 2016 by Thom Browne, consists of 28 special edition jackets designed by the stylist with top quality materials and fine details, having the American flag as their common theme, collectively forms a mosaic on one wall of the 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.



A special collection designed by Thom Browne, featuring jackets, cashmere sweaters and other special items bearing the charm and strength symbolized by the American flag, will be available only at the Madison Avenue boutique.

In 2016, Moncler opened its first stores in Washington DC and San Francisco. The company also operates stores in Aspen, Atlanta, Boston, Chicago, Honolulu, Houston, Las Vegas, Los Angeles, Miami, and Seattle

The Moncler US flagship store is located on 650 Madison Avenue.