

Moncler opens first US flagship store in New York City

Moncler on Wednesday celebrated the opening of its first US flagship store in New York City on Madison Avenue. The new location marks the company's second New York City location joining its SoHo store on Prince Street.



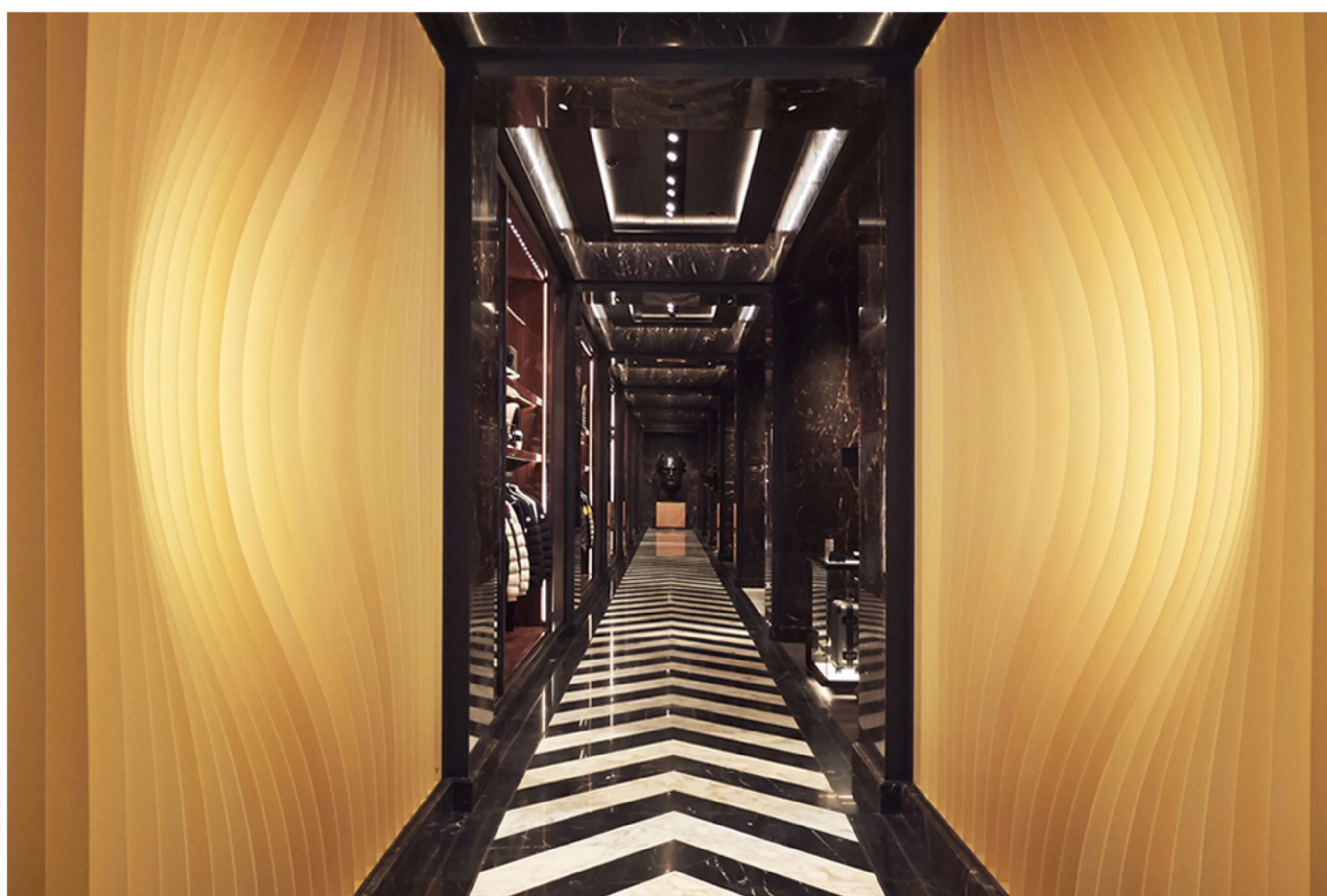
French architects Gilles & Boissier designed the 6,500-square-foot, two-level store, which features black and white chevron marble, lacquer walnut wood and brass bays, leather ceilings and chène fumé wood paneling on the walls and ceiling.

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, 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.

To celebrate the opening, Moncler Gamme Bleu designer [Thom Browne](#) produced an art installation, “USA Flag, 2016” by Thom Browne, featuring 28 special edition duvet jackets, each unique and numbered.

The jackets, when put together, create a large US flag that decorates the background of the boutique. Each jacket will be sold for charity on the Moncler website and will benefit Robin Hood, the New York-based poverty fighting organization.



In addition, Moncler professed its love, admiration and respect for New York City with a short musical film by Spike Lee. The film, [Brave](#), from the New York City born-and-raised film director stars dancers Lil Buck, John Boogz, and Damaris Lewis and features powerful messages and art that capture the essence of New York City.

[Brave](#) begins with [Lee](#) reciting “The New Colossus”, the sonnet by American poet Emma Lazarus that is inscribed on a bronze plaque on the pedestal of the Statue of Liberty.

“I deeply believe that New York City is the greatest city on this God’s Earth,” said Lee. “I am A Storyteller. And I decided to Film on a sweltering muggy August day, probably the Hottest Day of The Year.”

[Brave](#) gets its name from “Brave Suffering Beauty”, the lead song from the Off-Broadway Musical “Total Bent” by Stew & Heidi Rodewald.

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.